

The Magazine for Executives

JULY 18, 1953

The 15 Leading Shoe Chains—

63% Of All Shoe Chain Sales

Rating Of The 15 Leading Shoe Chains

A statistical
breakdown and
analysis of
one of the
most significant
trends in the
shoe industry.

Also . . .

A Survey Of
Canadian
Shoe Chains

Position	Company	Number Of Stores	Principal Types Of Shoes Sold
1	Melville Shoe Corp.*	740	M-W-C
2	Endicott-Johnson Corp.	370	M-W-C
3	Shoe Corp. of America	338	M-W-C
4	G. R. Kinney Co., Inc.	326	M-W-C
5	General Retail Corp.	306	M-W-C
6	Edison Bros. Shoe Stores, Inc.	200	W
7	Karl's Shoe Stores, Ltd.	198	M-W-C
8	A. S. Beck Shoe Corp.	172	W
9	Nunn-Bush Shoe Co.	122	M
10	Regal Shoe Co.	112	M-W
11	Sheppard & Myers, Inc.	110	M
12	Cannon Shoe Co.	109	M-W-C
13	John Irving Shoe Corp.	102	W
14	Berland Shoe Stores, Inc.	98	W
15	National Shoes, Inc.	89	M-W-C
		<hr/> 3,392	

*Includes 152 Miles Shoe Stores.

C—Children's
W—Women's
M—Men's



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LEATHER AND SHOES

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LEATHER and SHOES

Coming Events

Aug. 2-6, 1953—National Luggage and Leather Goods Show. Sponsored by Luggage and Leather Goods Manufacturers of America, Inc. Hotel New Yorker, New York City.

August 16-19, 1953—Allied Shoe Products and Style Exhibit. Hotel Belmont-Plaza, New York City.

August 18-19, 1953—Showing of American Leathers for Spring and Summer, 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Sept. 6-11, 1953—Annual Meeting, International Union of Leather Chemists Societies, Barcelona, Spain.

October 11-14, 1953 — Canadian Shoe & Leather Convention and Shoe Fair. Sponsored by shoe manufacturers, shoe suppliers and tanners. Mount Royal Hotel, Montreal.

Oct. 21, 1953—Annual Fall Meeting, National Hide Association. Edgewater Beach Hotel, Chicago, Ill.

October 22-23, 1953—Annual Fall Meeting of Tanners' Council of America, Edgewater Beach Hotel, Chicago.

Oct. 26-29, 1953—National Shoe Fair, sponsored jointly by National Shoe Manufacturers Association and National Shoe Retailers Association at the Palmer House and other Chicago hotels.

Nov. 29-Dec. 3, 1953—Popular Price Shoe Show of America showing of footwear for Spring and Summer 1954. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

Feb. 14-16, 1954—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands Plaza Hotel, Cincinnati, O.

March 1-2, 1954—Showing of American Leathers for Fall and Winter 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Oct. 28-30, 1954—Annual Fall Meeting of Tanners' Council of America. Edgewater Beach Hotel, Chicago.

July 18, 1953

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The American businessman winces when he's tagged as a "reactionary." But a hard second look reveals that the American businessman is

THE REAL REVOLUTIONARY

THE American businessman stands in shocked awe at the revolutionary flame in the eyes and minds of the Communist, the Socialist, the welfare statist—those who burn with a fervor to change the face and course of history. The American businessman stands bewildered and angered to see the edges of the free world chipped off bit by bit to add to the size and power of what has become the great international bureaucracy—a vast sphere being built upon the promise of what is grossly termed a "revolutionary idea."

Yet, ironically, the world's greatest revolutionary is the American businessman. And the world's greatest reactionaries are those who espouse the totalitarian idea—whether it be Soviet-style Communism, European-style Socialism or American-style welfare statism.

When the American businessman stands shocked at the fervor and power of the "revolutionaries," he should express more shock at his own status. First, because he has not stopped to recognize that he is the greatest revolutionary of all time. Second, because he wastes and dissipates the most dynamic man-made idea ever created in the history of mankind.

Values of Capitalism

If we keep in mind the values of opportunity, competition, democracy, productivity, then it is our capitalist society which is the truly revolutionary one—the only society which offers true hope to the masses for release from the long nightmares of tyranny. It is we, not the Marxists and welfare statists with their reactionary ideas of a good dictator or omniscient boss, who have the truly constructive, truly revolutionary ideal.

The torrent of propaganda pouring from bureaucracies of all shades has

grossly distorted the meaning of "progressive" and "reactionary" in the public mind. Few people stop to analyze their meaning—then apply them to their own surroundings.

Basically, reactionary means going backward, retrogression, opposition to advance. And progressive means just the opposite.

Historical Examples

In that simple light, take a look at Communism, Socialism, welfare statism. They are as old as civilization. The totalitarian government rule of Egypt, Babylonia, Persia, Rome, Greece . . . the law of bread and circuses, of distinction between free men and slaves, or noble and commoner. This type of feudalism and serfdom is centuries old—the feudalism of governmental paternalism. This "idea" was founded and bred on the thesis that a small body of men had the power to dominate the lives of all other men: the power to destroy or let live; the power to tell a man when, how and where to work, and how much he was to receive for his labors and what share he was to keep for himself.

This tyrannical feudalism, whether paternalistic or ruthless, was based on the premise that the individual and the masses had to be directed and rigidly ruled by other men who assumed God-like omnipotence and authority.

It took man centuries to break from this way of life. The first historical break was the Magna Carta in the 13th century. But it was not for several centuries after that that the significance of the Magna Carta became a living reality. It came with the signing of the Declaration of Independence in America. Recall that England, home of the Magna Carta, fought to deny these "revolutionaries" their independence.

It was also here that what we term "American free enterprise" was born—and with it the most rapid and explosive development of civilized progress the world has ever known. The age-old desire to give the masses a high and wholesome standard of living was realized for the first time in history. Where all other systems failed, this new "revolutionary" one succeeded. And pivot of the idea was the idea of free enterprise and its motivating force, the American businessman.

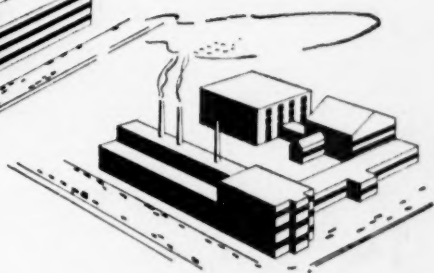
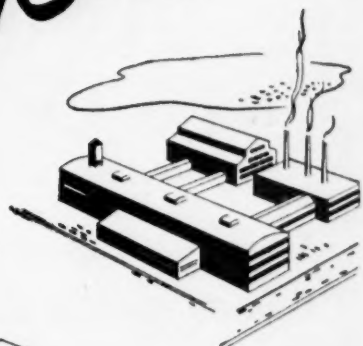
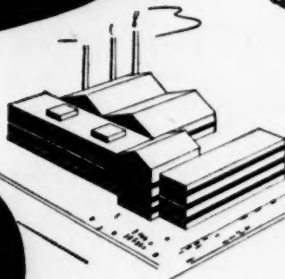
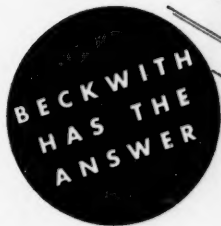
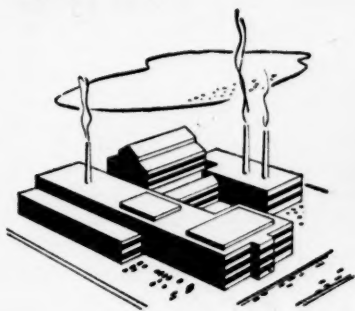
Grossest Irony

Now comes the grossest irony of all time. The Communists and Socialists and welfare statists call the American businessman "reactionary." The bureaucrats who claim to espouse a "revolutionary" idea find themselves stuck with the most reactionary idea of modern times—a demand that we return, we regress, to the feudalism and paternalistic state rule of centuries past. They would again feed us bread and circuses, lay down the laws to rule the minds of men, destroy man's will and desire to act upon his own. These men who so fervently urge, and subversively try to take us back to the stench of the Dark Ages—these are the men who dare call the other men of free enterprise "reactionaries."

The American businessman, the true "progressive" in the light of history and civilized advancement, must recognize his true status as compared with the status of the reactionaries. The only justifiable fear he should have is his failure to recognize his vital role in the progress of civilization, and a shallow faith and apathy in what he professes to believe in.

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THE 15 LEADING SHOE CHAINS—

63% OF ALL SHOE CHAIN SALES

They own and operate 60 percent of all shoe chain stores, and they account for nearly \$600 millions a year in retail sales. Here's an inside look at one of the most significant trends in shoe business.

THERE are about 308 shoe chain organizations in the country. (A shoe chain is defined here as an organization with four or more stores.) These chains control and run about 5,500 shoe stores with annual sales amounting to about \$800 millions.

But a surprising and little known fact is that only 15 shoe chains—the top 15—own and operate about 60 percent of all shoe chain stores and account for about 65 percent of all shoe chain dollar volume. The “concentration” of business among the shoe chains is substantially greater than among the shoe manufacturers.

Big Gap

There is a wide gap of difference between these first 15 firms and the remainder. For example:

The next 62 largest shoe chains account for only about 1100 stores, or only about one-third of those owned by the first 15.

Today the shoe chains account for about \$900 millions in retail volume a year—or about a third of all retail shoe business. However, the first 15 shoe chains account for nearly \$600 millions of this. It's interesting to note that the first 77 shoe chains account for 83 percent of all the shoe chain dollar volume.

It is estimated conservatively that the nation's 5,500 shoe chain stores annually sell about 100 million pairs of shoes. But the 3392 stores belonging to the first 15 chains account for

60-65 million pairs of these shoe sales.

Incidentally, one deceiving factor in analyzing figures on dollar volume done by shoe chains is the role played by “accessory” sales. These are usually lumped together with shoe sales to give the total dollar volume done by a shoe chain.

But what share of these total sales are shoe sales, and what share goes to accessories (handbags, hosiery, etc.)? Accessory sales in the average shoe chain amount to between 15 and 20 percent of total sales. One of the large shoe chains has consistently shown about 19 percent for accessory sales or dollar volume as against its total annual volume. Therefore, of the total dollar volume of around \$900 millions for all shoe chains today,

about \$750 millions are accounted for by shoes, and the remaining \$150 millions by accessories.

What types of shoes are being sold by the chains? A breakdown of the 77 leading shoe chains, which own and operate some 4,400 stores, is as follows:

- a. Men's shoe stores — 981
- b. Women's shoe stores — 721
- c. Family shoe stores — 2,698

There are about three family shoe stores to one of either men's or women's shoe stores in the shoe chain setup. A surprising note, however, is that there are more men's than women's stores—considering that the average woman purchases 2½ pairs to every pair purchased by the average man. Among the 15 leading

Table 1

Statistical Breakdown Of The Shoe Chains

Size Of Shoe Chain	Total Stores	Sales Volume	Total Payroll	Paid Employees
2- 3 stores	1,630	\$148,975,000	\$22,838,000	8,913
11-50 stores	953	130,339,000	16,429,000	7,855
4-10 stores	1,017	114,805,000	18,167,000	6,954
51 or more	3,438	452,318,000	46,710,000	22,305
	7,038	\$846,437,000	\$104,144,000	46,027

Source: Census Bureau, Dept. of Commerce. Figures are for the year 1948.

chains, nine sell men's, women's and children's shoes; four sell only women's; one sells only men's; and one sells men's and women's.

One thing that has been taken pretty much for granted is that shoe chain stores operate more efficiently and profitably than independents. This is pretty substantially supported by the figures.

Bureau of Census figures for 1948 (the latest available) show that 5,408 shoe chain stores did an annual dollar volume of \$698 millions, while some 12,500 independent shoe stores—or more than twice the number of chain stores—accounted for only \$621 millions. Remember, these shoe chains are only those with four or more store units. If we include the small chains with two or more units, we have a total of 7,040 stores that did a 1948 dollar volume of \$846 millions. Thus the chains, with only 40 percent of the stores, did approximately 27 percent more dollar volume than the independents. (See Table 1)

However, a good share of the answer to the above lies in the size and business location of the chains. For example, in 1948 the 5,500 shoe chains (four or more units) employed 37,500 as compared with only 27,880 employed by the 12,236 independents. Thus the average chain store employs nearly seven persons as compared with a little over two persons for the average independent.

This is clear indication of two important things: (1) the average shoe chain store is a larger unit than the average independent, because it requires more sales personnel to handle customers and volume of business; (2) the average chain store is obviously better located to attract and handle volume traffic than is the average independent.

Factors Responsible

While these two factors are largely responsible for the much greater dollar volume per chain store, there is also the factor of greater operating efficiency in the chain store which creates both increased volume and better profits.

A recent nationwide study of shoe chains completed by the Canadian government discloses that shoe store chains in the larger sales size group had a larger gross and net profit as well as smaller operating expense ratios so that they netted a substantially larger operating profit ratio than shoe chains with smaller dollar volume.

Table 2
1952 Dollar Volume And Profits Of 10 Large Chains

Company	Fiscal Yr. Ending	Dollar Volume	Net Profit
Melville Shoe Corp.*	Dec. 31, 1952	\$90,385,000	\$4,712,170
Shoe Corp. of America	Dec. 31, 1952	66,003,400	1,874,850
G. R. Kinney Co., Inc.	Dec. 31, 1952	43,767,850	1,182,873
Edison Bros. Shoe Stores	Dec. 31, 1952	80,696,190	2,293,510
A. S. Beck Shoe Corp.	Dec. 31, 1952	45,959,805	927,341
Nunn-Bush Shoe Co.	Oct. 31, 1952	15,432,433	339,255
Regal Shoe Co.	Dec. 31, 1952	9,491,959	168,104
Cannon Shoe Co.	Jan. 31, 1953	9,750,933	230,241
Berland Shoe Stores	July 31, 1952	15,683,876	525,336
John Irving Shoe Corp.	Jan. 31, 1952	21,376,991
Dan Cohen Co.	Dec. 31, 1952	6,203,639	76,915

*Includes Miles Shoe Stores

Note: These are retail sales figures and include dollar volume on shoes and accessories (handbags, hosiery, etc.). Accessory sales, which are included in most of the chains' total figures, average between 15 and 20 percent, with shoes accounting for the remainder.

Net profit (before taxes) for the larger chains was 5.80 percent and 2.72 percent for the smaller chains. Operating expenses for the larger chains averaged 26.06 percent as compared with 28.12 percent for the smaller chains. (See Table 2)

This particular study, incidentally, presumes that for independent shoe stores the average net profit is lower and the operating costs higher than for small chains—and a substantial difference existing between large chains and independents.

The growth of the shoe chains has been something phenomenal in the shoe industry. Prior to 1920 there were very few shoe chains in the country, and their total volume was only a tiny fraction of total shoe business. But shortly after World War I the growth of the shoe chains started. Ten of today's 12 leading shoe chains came into existence at that time.

Over a 30-year period the growth was rapid and enormous, until today wherein over 60 percent of the retail business done by shoe stores (exclusive of department stores, mail order, etc.) is done by the shoe chains. The shoe chains today account for about 30 percent of all retail shoe business done by all types of retail outlets selling shoes. Of the \$3 billions in retail shoe business done today, the chains account for nearly \$1 billion. (See Table 3)

How do the first 15 shoe chains compare with the first 15 shoe manu-

facturers in terms of "concentration" of business or domination of their respective fields? Some interesting comparisons are revealed in the following close estimates:

The first 15 shoe manufacturers account for about 40 percent of all the shoes produced in the U. S. The first 15 shoe chains account for about 13 percent of all the shoes sold by all retail outlets (department stores, shoe stores, specialty stores, mail order, etc.). The first 15 chains, however, account for about 36 percent of the retail unit pairage sales made in shoe stores (chains and independents com-

(Continued on Page 42)

Table 3
Total 1951 Retail Sales—Where The Shoes Were Sold

Type Of Outlet	% Of Retail Volume	Dollar Volume
SHOE CHAINS	30%	\$900,000,000
Independent		
Shoe Stores	29	870,000,000
Dept. Stores	16	480,000,000
Mail Order	8	240,000,000
Independent		
Specialty Stores	7	210,000,000
Independent		
General Stores	7	210,000,000
Miscellaneous		
Govt., Industrial, House-to-House	3	90,000,000
	100%	\$3,000,000,000

Source: Estimated by National Shoe Manufacturers Association.



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A Facts-And-Figures View Of Canada's Shoe Chains

	Stores Operated	Average Net Sales	Average Cost Of Merchandise Sold	Average Inventory End of '51	Average Inventory As % Of Net Sales	Average Stock Turnover	Ave. Gross Profit On Net Sales	Average Operating Expenses	Average Net Profit Before Taxes
10 Largest Chains	347	\$2,463,430	\$1,678,384	\$694,295	28.18%	2.51	31.87%	26.06%	5.80%
10 Smaller Chains	154	340,311	236,545	107,739	31.66%	2.26	30.49%	28.12%	2.72%

Note: 10 largest chains are those with sales of \$1 million or more.

10 smaller chains are those with sales under \$1 million.

A LOOK AT CANADA'S SHOE CHAINS

A government survey turns up some very interesting findings

The Canadian government has just completed a nationwide survey of shoe chains. The findings concern the year 1951 and provide some highly interesting information about the profits and costs of volume distribution of footwear in Canada, since the manufacturers now either have a direct control or a close tie-in with such chain operations in Canada. In this particular survey a chain is defined as a single firm operating four or more retail shoe outlets.

Survey Results

This survey reveals that the shoe chains in the larger sales-size group realize a larger gross profit and a smaller operating expense, thus netting them a substantially greater operating profit ratio.

In Canada, 29 shoe chain organizations operated a total of 541 retail outlets. Of these firms, 10 were in the \$1-million-and-over sales category, while 19 firms had sales of below \$1 million.

The 10 larger chains operate 347 retail outlets, or an average of 35 per chain. The smaller chains operate 154 outlets, or an average of eight per chain.

The gross profit of all shoe chains was 31.58 percent of net sales. But

the larger group realizes a 31.87 percent gross as against only 30.49 percent for the smaller group. The big difference was in net profits before taxes. The large-size group showed a net of 5.16 percent as against only 2.72 percent for the smaller chains. Some of this was due to a difference in operating costs. The larger chains had operating expense of 26.06 percent as compared with 28.12 percent for the smaller chains.

It's interesting to note that the larger chains paid a smaller share of their net sales for executive salaries than did the smaller chains, but the

larger chains paid more for their employees.

Comparison of the profit and expense ratios of the incorporated firms as against all firms combined, showed the incorporated firms earning a slightly higher profit. The incorporated firms earned a profit of 5.52 percent on net sales before taxes, as against 5.16 percent for all firms combined. Income taxes, however, cut the net profit by almost half — from 5.52 percent to 2.89 percent.

Comparative Figures

Comparing the 1951 results with those of the previous survey of Canadian shoe chains in 1949, the report reveals that there were 23 shoe chains in operation in 1949, compared with 29 in 1951. The number of retail outlets had increased in this period from 497 to 541—a rise of 26 percent in the number of shoe chain organizations, and a nine percent boost in the number of retail outlets.

The 1951 results showed a gross profit of 31.58 percent of net sales, while in 1949 the figure was 30.78 percent. In 1951, operating expenses came to 26.48 percent as compared with 25.85 percent in 1949. Net operating profit was 5.10 percent as against 4.93 percent.

THE END

Canadian Shoe Chains' Costs (comparison large and small firms)

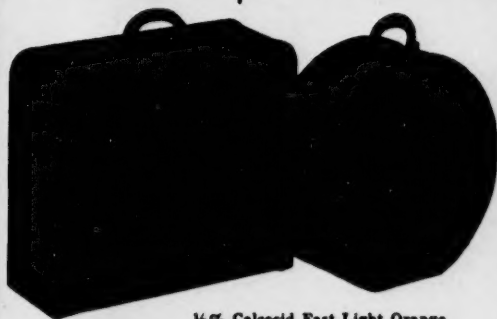
	10 Largest Chains	19 Smaller Chains
Operating Expense		
Executive salaries	1.41%	3.02%
Employee wages	13.01	12.27
Employee benefits14	.15
Rent	4.53	4.58
Heat and light75	.75
Taxes, licenses48	.53
Insurance37	.48
Repairs, maintenance ..	.20	.37
Depreciation64	.74
Supplies74	.58
Advertising	1.59	1.40
Travelling32	.33
Communication21	.33
Deliveries22	.31
Bad debt losses10	.00
Miscellaneous	1.39	2.33

Get Complete Penetration
with CALCOCID*
FAST LIGHT ORANGE 2G

Penetration is excellent, and the dyeing results are level and uniform when you use CALCOCID FAST LIGHT ORANGE 2G in formulating tan and brown colors for side leathers, particularly where penetration is essential. In addition to these properties, its golden tan color makes it ideal for the production of natural back side leathers when used in conjunction with vegetable extracts.

Let your Calco representative tell you more about the excellent working properties of CALCOCID FAST LIGHT ORANGE 2G, and other efficient Calco dyes for leather.

*Trade-mark



$\frac{1}{4}\%$ Calcocid Fast Light Orange 2G produces complete penetration and uniform color on natural back leathers.

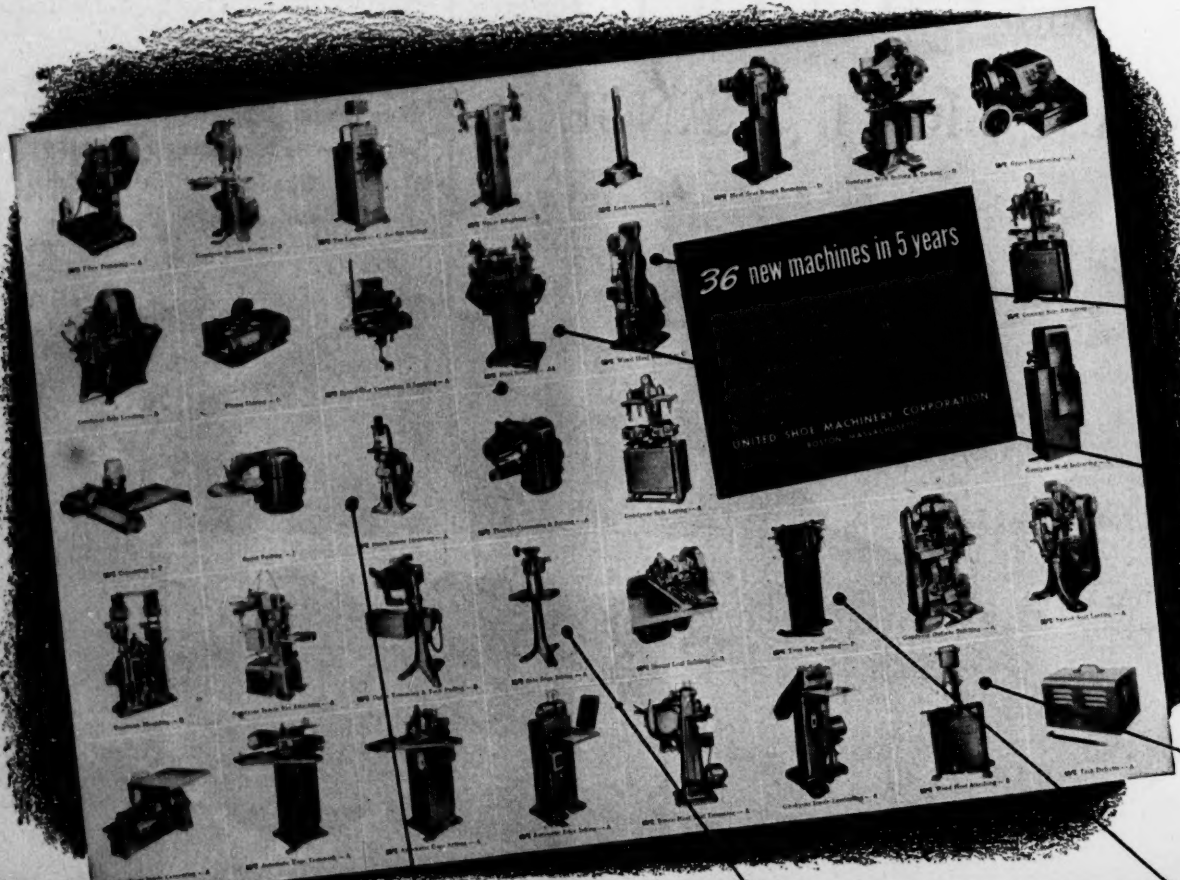
NORTH AMERICAN CYANAMID LIMITED,
CALCO CHEMICAL DIVISION
MONTREAL AND TORONTO
NEW YORK • CHICAGO • BOSTON • PHILADELPHIA • CHARLOTTE • PROVIDENCE



AMERICAN *Cyanamid* COMPANY
CALCO CHEMICAL DIVISION
DYESTUFF DEPARTMENT
BOUND BROOK, NEW JERSEY

6 New MAKING

— the result of United's
Continuing Research



USMC Drive Screw Inserting Machine — Model A
Screw reinforced wood heel attaching can be reduced from 5 to 3 operations, with corresponding reduction in cost.



USMC Sole Edge Inking Machine — Model A
Deposits a uniform amount of filler, ink or stain to edges of attached outsoles — rubber or leather — confining ink to the edge itself.

ROOM Machines

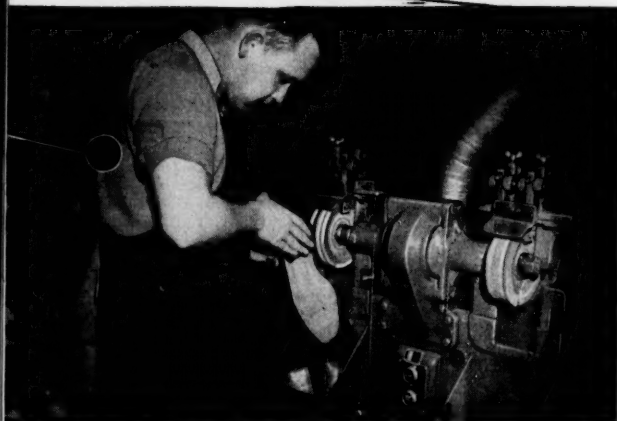
Within the span of five years, 36 new United machines have been introduced commercially to the Shoe Manufacturing Industry. Six of these machines are designed to meet Making Room requirements.

United's extensive experience in the shoe machinery field, its knowledge of shoemaking and its continuing research

program have made possible the development of these machines and the new machines yet to come.

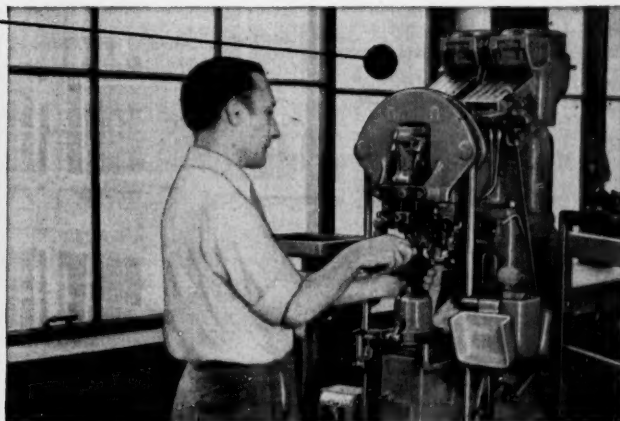
United's expert mechanical and shoe-making service along with its readily available inventories of replacement parts located in shoe manufacturing districts throughout the country assures the operating efficiency of United machines.

UNITED SHOE MACHINERY CORPORATION BOSTON, MASSACHUSETTS



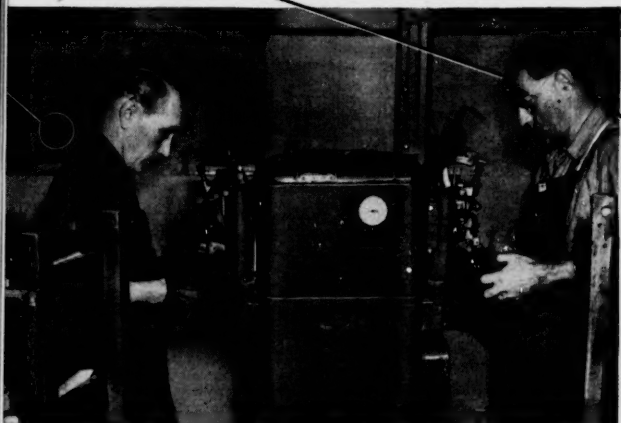
US/MC Heel Scouring Machine — Model AA

Gives up to 30% more life from abrasives. Counter guards protect work. Absence of vibration eliminates chatter marks. Single wheel model (A) also available.



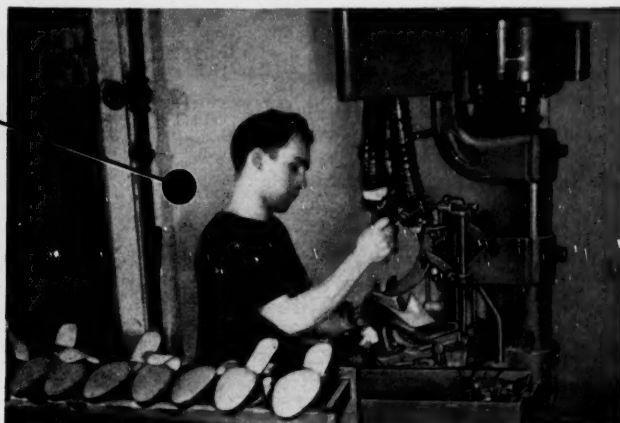
US/MC Wood Heel Nailing Machine — Model C

Automatic nail loader and other features make this a top quality machine. Two different lengths or types of nails can be handled simultaneously.



US/MC Twin Edge Setting Machine — Model F

At 5,600 RPM, speed of eccentric shaft provides increased oscillation, and insures quality with less physical effort.



US/MC Wood Heel Attaching Machine — Model B

Provides a fast and efficient method for temporary heel attaching (wood or leather) to prefitted heel seats, or directly to outsoles.

HIDE FLOW TO JAPAN STILL HEAVY

NIPPON GETS MAJOR PART OF U. S. EXPORTS

Overall Exports Show Drop In Second Quarter

U. S. hide and skin exports to Japan continued high in the second quarter of 1953, according to figures released this week by the Office of International Trade, Department of Commerce.

A breakdown of rawstock licenses by country showed Japan far ahead of all others in practically every type of hide and skin. This has held true for the past year and a half.

Although government sources have refused to be quoted on reasons behind the heavy rawstock exports to Nippon, several reasons have been advanced unofficially. One has it that Japan is using the hides and skins to build up its tanning industry. Another that the Japanese are rapidly expanding their armed forces (with U. S. approval) and need the leather for military shoes and other supplies.

Middleman For China?

Still another school of thought believes the Japanese are re-exporting either the raw hides and skins or finished leather to Communist China, once a good customer of Japan. Japanese Government officials have stated recently that the country must trade with neighboring China if it is to regain prosperity.

Whatever the reason for the stepped-up rate of exports to Japan, U. S. officials have generally avoided the subject except when pressed. The Government has several times indicated it might launch an investigation but no action has been forthcoming.

Of a total of 322,065 wet cattlehides authorized for export in the second quarter, 163,263 pieces were earmarked for Japan. In the first quarter of 1953, Japan was authorized 241,551 pieces of 338,158 hides licensed.

Nearest competitor to Japan in the second quarter was Yugoslavia, authorized some 661,888 pieces. This was also true in the first quarter when Yugoslavia was authorized 22,280 wet cattlehides. In the fourth quarter 1952, Japanese licenses covered 282,976 of 383,278 hides authorized.

Overall, wet cattlehide authorizations from April through June were some 16,000 pieces below the 338,156

licensed for the Jan. through March period of this year.

Wet calfskin licenses for Japan amounted to 65,035 pieces in the second quarter against a total of 97,355 for overall export. This compared to 42,580 skins licensed for Japan in the first quarter of a total of 89,330 licensed.

Similarly, Japan was authorized 98,518 wet kipskins of a total 105,278 licensed in the second quarter. In the first quarter, Japan was awarded 148,287 kipskins of the 156,210 licensed.

The OIT stated that trade with Western Germany increased for all items during the quarter as did trade,

excepting calfskins, with the United Kingdom. No calfskins were licensed to the UK during either the first or second quarters. "The new British policy of permitting dollars earned on exports of leather manufactures to be used for the purchase of hides and skins in the United States went into effect during the quarter," said OIT, "and it may be assumed that this accounts for the increased licensing to that country."

Meanwhile, the Japanese Trade Ministry recently announced that trade with Red China amounted to more than \$2,500,000 in the first four months of this year compared with only \$600,000 for the entire 1952.

U. S. HIDE & SKIN EXPORTS BREAKDOWN

Commodity and Country	1st Quarter	2nd Quarter
Cattle hides, wet (pieces)		
Japan	241,551	163,263
Yugoslavia	22,280	61,888
United Kingdom	7,350	28,501
Mexico	6,865	17,500
Netherlands	15,025	13,277
Israel	10,925	11,200
Switzerland	—	8,081
Turkey	—	6,900
West Germany	3,660	5,855
Austria	—	4,800
Italy	17,600	—
Cuba	5,900	—
Other countries	7,000	800
Total	338,156	322,065
Calf skins, wet (pieces)		
Japan	42,580	65,035
Netherlands	1,000	17,500
West Germany	7,700	13,600
Italy	37,300	—
Other countries	750	1,220
Total	89,330	97,355
Kip skins, wet (pieces)		
Japan	148,287	98,518
West Germany	300	2,900
Belgium	6,325	2,200
United Kingdom	—	1,500
Other countries	1,298	160
Total	156,210	105,278
Cattle hide parts (pounds)		
Netherlands	705,150	860,961
West Germany	377,038	747,677
Japan	1,358,700	701,296
Italy	1,053,375	646,896
United Kingdom	126,000	315,000
Yugoslavia	109,000	144,850
Switzerland	25,900	113,550
Israel	—	72,752
Mexico	224,800	58,900
Belgium	114,250	42,630
Other countries	27,833	69,541
Total	4,122,046	3,774,053

HANNS MOSER, L&S NEWSMAN, DIES AT 32

Hanns Moser, news and feature correspondent for LEATHER AND SHOES in New York for the past four years, died Wednesday, July 15 at Horace Harding Hospital in Queens, N. Y., after an emergency abdominal operation. Moser, who was 32 years old, was suddenly taken ill on Tuesday, July 14 while preparing a news broadcast for *The New York Times* with which he had been associated since 1948.

Moser was born in Berlin and fled Germany with his family in 1937 during the Hitler persecution of the Jews. He graduated from New York University in 1947. On the Times broadcast desk, he was responsible for morning news broadcasts over Station WQXR. He was well-known in the New York leather and shoe trade which he covered regularly for L&S and was the author of many articles dealing with the industry.

He leaves his wife, Jane; a daughter, three-year-old Patricia Ann; his mother, Mrs. Margot Moser; and a brother, Ernest Moser.

ADVANCE BOSTON SHOE SHOW OPENS OCTOBER 4

The Advance Boston Spring Shoe Market Week, now accepted as a harbinger of what's ahead in shoe business, will be held Oct. 4-8 at the Hotels Touraine and Statler, according to Maxwell Field, executive vice president of the sponsoring New England Shoe and Leather Association.

Obviously a service to NESLA members and other shoe manufacturers desiring to show samples early to their Southern and Western wholesale and volume accounts, the Boston show has proved one of the most accurate in indicating the sales outlook for the coming season. It is not significant fashionwise although styles expected to prove popular are highlighted, particularly by buyer demand.

As usual, exhibits will be shown by some manufacturers in their Boston offices on Lincoln and Essex Streets. No jobbers or allied trade firms will be given hotel space because of limited accommodations.

As in past years, it is probable that a good turnout of leading department and chain shoe store buyers from the East will also attend the showing. Many prefer to get a "quick look" at available lines at the Boston show before making commitments at later showings.

The New England Shoe and Leather Association is also co-sponsor with the National Association of Shoe Chain Stores of the Popular Price Shoe Show of America held each May and November in New York City.

Trade Magazine Advertising Rose 10% In '52

Advertising placed by agencies in business publications during 1952 showed an increase of 10.2 percent over the previous year, according to a recent annual survey conducted by *Industrial Marketing*, magazine of the advertising industry.

The survey showed that some 479 American ad agencies placed 470,022 pages in business magazines and papers during 1952.

MAY FOOTWEAR OUTPUT APPROXIMATES LAST YEAR

Production of shoes and slippers during May totaled 41,858,000 pairs, a decline of seven percent from the 44,986,000 pairs reported in April 1953 but one percent above the 41,436,000 pairs produced in May a year ago.

Women's shoe, sandals and playshoe production in May amounted to 18,490,000 pairs, 11 percent below the 20,765,000 pairs of April 1953 and three percent below the May 1952 output of 18,973,000 pairs.

Men's output totaled 8,532,000 pairs, five percent less than the 8,979,000 pairs of April 1953 but one percent above the 8,462,000 pairs of May a year ago.

Gains over May 1952 were reported in youths' and boys' shoes, up five percent; misses' shoes, up one percent; and infants' shoes, up seven

INDEPENDENT SHOE RETAILERS TO MEET

Leading shoe retailers will meet in Chicago on July 19-20 to discuss plans for the first Conference of Independent Shoe Retailers to be held Oct. 24. The Conference will be held in Chicago directly after the Tanners' Council's Fall Meeting and prior to the opening of the National Shoe Fair.

Members of the Steering Committee will meet with Sam Sullivan, prominent Laredo, Tex., shoe merchant, at 1:00 p.m., July 19, in the Hotel Knickerbocker, Chicago. Further arrangements of the Conference will be studied at 10:00 a.m., July 20, in the offices of Ruthrauff & Ryan at 360 North Michigan Ave.

percent. Youths' and boys' shoes were seven percent above April 1953 figures but misses' was nine percent less and infants' eight percent less. Children's shoes in May 1953 were two percent below both April 1953 and May 1952 production figures while babies' shoe production was four percent below May 1952 and eight percent below April 1953.

Housewear slippers output totaled 4,375,000 pairs, two percent above the 4,271,000 pairs produced in April 1953 and fully 21 percent above the 3,626,000 pairs reported in May 1952.

Footwear shipments during May amounted to 39 million pairs valued at approximately \$139 million, an average value per pair shipped of \$3.55. In April 1953, average value per pair shipped amounted to \$3.64 while in May 1952 it was \$3.47.

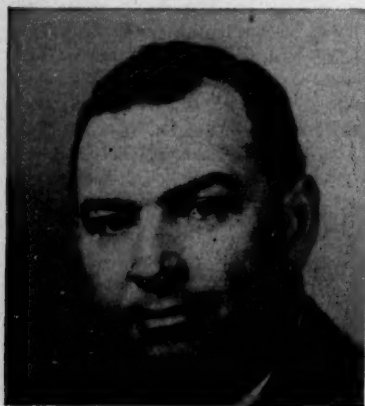
SHOE PRODUCTION ANALYZED

Kind of footwear	Production (thousands of pairs)			Percent of change May 1953 compared with—	
	May 1953	April 1953	May 1952	April 1953	May 1952
Shoes and slippers, total	41,858	44,968	41,436	— 7	+ 1
Shoes, sandals, and playshoes	36,979	40,193	37,248	— 8	— 1
Men's	8,532	8,979	8,462	— 5	+ 1
Youths' and boys'	1,571	1,474	1,492	+ 7	+ 5
Women's	18,490	20,765	18,973	— 11	— 3
Misses'	2,647	2,896	2,624	— 9	+ 1
Children's	2,492	2,540	2,544	— 2	— 2
Infants'	2,100	2,291	1,962	— 8	+ 7
Babies'	1,147	1,248	1,191	— 8	— 4
Athletic shoes	280	279	209	+34
Slippers for housewear	4,375	4,271	3,626	+ 2	+21
Other footwear	224	225	353	+37

SHOEMEN TO PROBE TRADE OUTLOOK

Breakfast Meeting Features Market Preview

A preview of the market for the balance of 1953 and early 1954 along with a look into what's ahead in business, leather and shoe production and retail shoe sales will highlight the forthcoming Breakfast Meeting of the National Shoe Manufacturers Association. The meeting, traditionally



Herbert Lape

held on the morning of opening day of the Leather Show, will convene Tuesday, Aug. 18, in the Sert Room of the Waldorf-Astoria.

Featured speakers who will discuss problems of major interest to shoe

manufacturers will be Herbert Lape, Jr., president of Julian & Kokenge Co., Columbus, O., and W. Otto Warn, president of Warn & Warn, Spokane, Wash., shoe retailer.

Lape will speak on what manufacturers see in the months ahead and more effective ways to secure co-operation between manufacturers and retailers in order to improve sales. Lape is a member of the Association's Board of Directors and has served as chairman of the National Shoe Fair Committee.

Warn, who is also president of the National Shoe Retailers Association, will spotlight problems of greatest concern to shoe retailers.

Merrill A. Watson, newly-appointed executive vice president of the Shoe Manufacturers Association, will preside, and Charles H. Jones, Jr., president of the group, will deliver the welcome address.

New Hide Price Conversion Formulas

Publication of a new booklet which lists formulas for converting hide futures prices on the New York Commodity Exchange to a domestic cash hide basis has been announced by Merrill Lynch, Pirce, Fenner & Beane, New York broker in futures and cash commodities.

Copies are available by writing Malcolm J. Forbes, manager of the company's hide department, 70 Pine St., New York 5.

LEATHER HELPS TOTS LEARN TO WALK

Leather is helping to teach boys and girls to talk at the Institute of Logopedics in Wichita, Kan.

Leather goods . . . individually fitted braces and headgear for the cerebral palsied . . . are an integral part of the Institute's physical therapy program. Many of the children in training also have specially fitted shoes.

In the occupational therapy department, leatherworking is one of the many types of crafts activities that help the speech-handicapped boys and girls to develop their independence and motor skills.

Leather goods in the form of basketballs, footballs, baseballs make up a large part of equipment of the physical therapy department and are used in recreational activities.

About a third of the children taking speech training at the Institute are cerebral palsied, and it is this group that makes the largest use of the leather goods in the physical therapy program.

Metal and leather braces for the cerebral palsied boys and girls are individually fitted. A trained orthopedist aids in taking the measurements for the braces, and he helps in fitting the finished braces. Leather has a two-fold part in the brace program. It helps the child to develop both physically and emotionally.

More than 12,000 cases of speech handicap have been examined at the Institute since its inception as a department at the University of Wichita in 1934. During that 19-year period, the Institute has grown to a \$2,000,000 plant in a homelike 40-acre village in northeast Wichita.

While many families are able to finance the full cost of the training for their children, some 60 percent of the Institute's funds come from private donations. Many gifts have been made by persons and organizations connected with the leather industry.

1952 GLOVE AND MITTEN PRODUCTION

Type of gloves and mittens	Production (thousand dozen pairs)		Percent change, 1952 compared with 1951
	1952	1951 (revised)	
Dress and semi-dress gloves and mittens	7,169	6,710	+ 6.8
All-leather	1,168	1,328	-12.0
Leather-and-fabric combination	118	92	+28.3
Fabric	5,883	5,290	+11.2
Work gloves and mittens	19,050	23,073	-17.4
All-leather	1,314	1,477	-11.0
Leather-and-fabric combination	2,574	3,136	-17.9
Fabric	15,162	18,460	-17.9

	1952 Production		
	Total	Men's and boys'	Women's and misses'
Leather and leather-and-fabric combination gloves and mittens	5,174	4,785	389
Dress and semi-dress gloves and mittens	1,286	984	302
Table cut	193	60	133
Pattern and pull-down cut	180	143	37
Block cut	795	707	88
Leather-and-fabric combination	118	74	44
Work gloves and mittens	3,888	3,081	87
All-grain leather	865	814	51
All-split leather	230	234	16
Part-grain and part-split leather	81	81	(1)
Welders'	118	118	(1)
Leather-and-fabric combination	2,574	2,554	20

• W. T. Hooven, executive vice president of Gudebrod Bros. Silk Co., Inc., Philadelphia, Pa., manufacturer of industrial sewing threads and other products, will leave for Europe Sept. 13 as a delegate to the International Silk Congress in Milan, Italy, on Sept. 28-Oct. 3. Gudebrod has been producing quality threads for almost a century.

Aulson Offers New Band Knife Cheeker

Aulson Tanning Machinery Co., of Salem, Mass., and Waukegan, Ill., has developed a new band knife cheeker and head-splitting machine which the company claims has definite advantages over older models.

The new improved Aulson cheeker is said to meet every requirement of safety and accuracy while speeding up production.

In the past, cheekers have been nicknamed "arm breakers" because so many operators, in guiding skins into the machine, have had hands drawn around rollers and their wrists broken. A German-made machine eliminated this danger but did not prove completely satisfactory because it necessitated guesswork in length of the cut.

In order to control the length of the cut, an air clutch has been designed so that when the head of the skin has been inserted, it will remain there until the bed has reached the end of its stroke. Then, and then only, the corrugated feed roll starts to turn and feed the skin out.

In older models, if the bed roll

started turning as the skin entered the cutting position, several inches of the skin were turned out before the cut started. It was always a guess on the operator's part on where to put the skin as each one varied in size and head length.

Running the machine requires only one operator and can be done by inexperienced help. The operator merely puts the heads in the desired distance, depresses the treadle and the skins come out without any effort. Production is governed by the aptness of the man running the machine.

Red Army Leather

One of the latest reports emanating from official East German sources has it that all supplies of shoe leather in the Soviet zone have been requisitioned for production of Red Army boots. Some wags are saying that the Russians feel lack of civilian shoe leather will discourage the Germans from further mass demonstrations and parades such as those which recently startled all Europe.

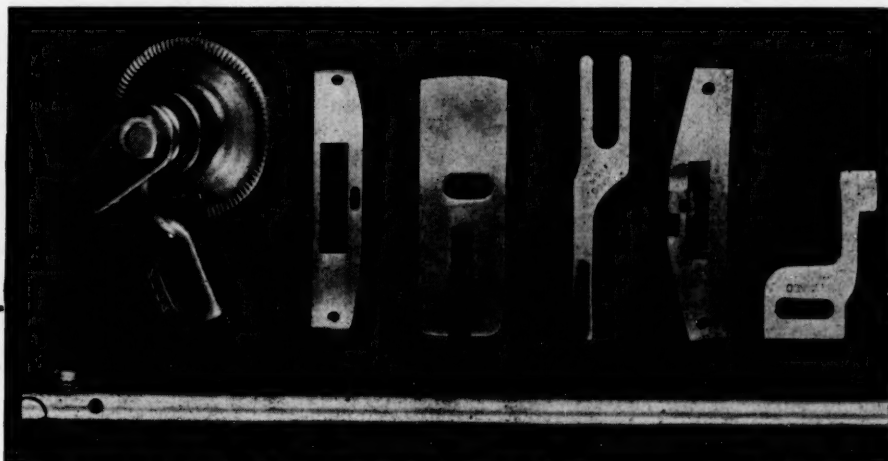
Brown Company Workers Win Wage Increase

Officials of Brown Co., Berlin, N. H., manufacturer of innersoles and other products, and Local 75, United Brotherhood of Pulp, Sulphite and Papermill Workers, AFL, have announced signing of a new contract that provides a general increase for all workers.

The agreement calls for an across-the-board increase of four cents per hour and a boost in the midnight-to-8:00 a.m. shift differential from six to seven cents. Both increases are retroactive to June 15.

Other benefits provided in the contract affecting 3,000 workers at the Brown Co., include an increase of from \$7 to \$9 a day under the firm's hospitalization plan.

Brown Co. workers are now able to take advantage of a company-sponsored housing plan. The plan, also supported by the union and Concord, N. H., bankers, calls for low-cost houses to be constructed by a local contractor and sold to union members under favorable financing terms.



BOSMACO Sewing Machine Parts

Shown are a few of our thousands of different kinds of parts. These small but important items are precision manufactured by a trained sewing machine parts organization.

BOSTON MACHINE WORKS CO.
LYNN MASS. U.S.A. C

BRANCH OFFICES:

Dallas, Texas Whitman, Mass. Columbus, Ohio Chicago, Ill. Kitchener, Ont. Woodridge, N. J.
Johnson City, N. Y. Cincinnati, Ohio Milwaukee, Wis. St. Louis, Mo. Los Angeles, Cal.

CALF LEATHER PRICES CONTINUE TO SLIDE

Tanners Report Another 5c Reduction

Continued easing of calfskin prices, which late last week dropped another two and one-half to seven and one-half cents, prompted leading calf leather tanners to reduce their leather prices another five cents.

The five-cent cut, second in recent weeks, brought average calf leather prices down a full 10 cents from recent highs.

The price slide began less than a month ago when heavy packer calfskins were selling at 65c and lightweight skins at 55c. Skins dropped to 60-50c respectively and have continued to ease in price since that time.

Although calf leather tanners reported new business had not developed by late this week, most were encouraged over the situation. They pointed out that many of their customers had postponed buying until the market showed signs of readjustment. The average 10 cent decline in calf leather prices would be welcome news to shoe manufacturers using calf leathers.

Several shoe manufacturers have already said they were considering price increases on their lines. Most had held back for fear of consumer reaction.

Propose Minimum Wage Hike In Puerto Rico

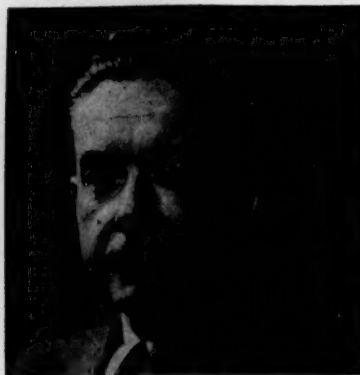
A proposal to issue a wage order setting minimum wage rates of 32, 40, and 65 cents an hour for the divisions of the Leather, Leather Goods, and Related Products Industry in Puerto Rico was made this week by Wm. R. McComb, Administrator of the U. S. Labor Department's Wage and Hour and Public Contracts Divisions.

The Administrator acted under Fair Labor Standards Act provisions authorizing him to establish minimum wage rates for Puerto Rican industries at or below the mainland's 75-cent minimum. Proposed rates are 65 cents for the Hide Curing Division (present minimum 50 cents), 40 cents for the Leather Tanning and Processing Division (present minimum 27 cents), 32 cents for the Small Leather Goods, Baseball, and Softball Division (present minimums 23 and 32 cents), and 40 cents for the General Division (present rates 23, 32, and 35 cents).

The committee, representing the public, employees, and employers equally, investigated economic and

competitive conditions in the Leather, Leather Goods, and Related Products Industry before submitting its recommendations to the Administrator. Subsequently, a public hearing was held on the recommendations.

Calco Dyestuff Director



James L. Naylor, who has been appointed manager of the Dyestuff Department of American Cyanamid Co.'s Calco Chemical Division at Bound Brook, N. J. The appointment was announced by S. C. Moody, Cyanamid vice president and general manager of the Calco Division. Naylor succeeds J. Pfister, who will continue active in the company's New England business and be available for special assignments. Naylor has been with Calco since 1929 and has been assistant manager of the Dyestuff Department since 1945.

Hide Association Reveals Convention Plans

Nick Beucher, Jr., president of the National Hide Association, has announced the appointment of Joe Adler as Chairman of the Convention Committee for the Fall Meeting of NHA at the Edgewater Beach Hotel, Chicago, on Oct. 21st. Serving on the committee with Adler will be the other Chicago members of the Association.

Sol W. Marx of Marx Hide & Tallow Co., Louisville, Ky., will be one of the key industry speakers at this meeting. Marx will give a timely talk on matters pertaining to the hide and leather trade.

Barcelona Chemists Meeting ing For September 13-18

The Secretary of the International Union of Leather Chemists Societies reports that the meeting date of the Barcelona Conference has been reverted back to the original date of September 13-18.

"NEW IN SHOES" REPORTS PROGRESS

Shoe Institute Predicts Fall Success

A spectacular success for the Fall '53 "New in Shoes" program is assured by a number of significant developments occurring over the past several weeks, according to the National Shoe Institute. Official opening date of the promotion is August 30.

Progress to date includes mailing of a four-page newspaper section to some 8,000 national newspapers; fashion releases to over 500 newspaper and magazine fashion editors; filling of numerous retailer requests for tie-in promotional material; distribution to National Shoe Retailers Association members of a brochure containing concrete suggestions for retailer participation in the program; mailing of spots and shorts to 800 radio stations just prior to Aug. 1; and tie-ins and promotions in national and trade magazines.

More than 90 communities of 25,000 or over population have organized retail shoe groups to coordinate their plans for the fall opening. More local shoe clubs are expected to join in during August.

The National Shoe Institute states its national publicity and promotional cooperation will deliver the "New in Shoes" program to the American public with "a powerful mass impact."

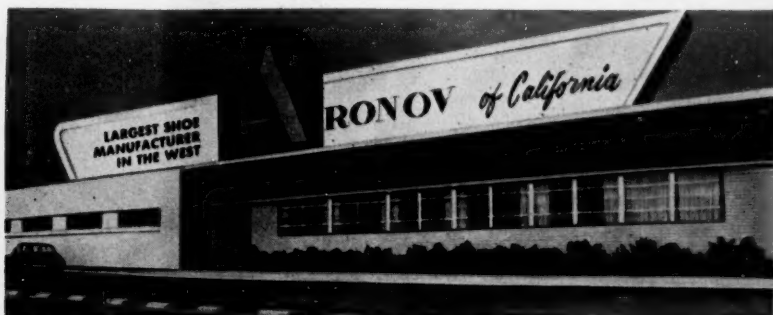
Kid Guild Fetes Fashion Editors

Several hundred out-of-town fashion editors were present last week at the Kid Leather Guild's semi-annual press luncheon to see a "sneak preview" of fall 1953 kid shoe fashions. The luncheon was held at the roof garden of the Hotel Pierre in New York City.

Editors were given a look at displays of kid leather footwear made by 22 leading manufacturers as well as accessories especially selected to "coordinate" with the shoes. Commentators told them that fall shoes would be more delicate and refined; that for the first time shoes will have a "true feeling of wealth"; and that the smooth kid pump will highlight the "closer to the body" theme of other apparel fashions.

Guest speaker was social anthropologist Dr. Claudia De Lys who discussed superstitions associated with clothing in general and with shoes in particular.

ARONOV OF CALIFORNIA—THE WEST COAST'S BIGGEST



Veteran shoe manufacturer Philip Aronov, founder and president of Aronov of California, Los Angeles women's casuals producer, and the new half million dollar plant, recently completed at 2222 Figueroa St. in Los Angeles, which makes the company largest shoe manufacturer on the West Coast. The structure covers 45,000 square feet and houses Aronov's home offices, show rooms, warehouses and shipping department. Capacity is 200 cases per day, which together with

Aronov's Pasadena plant, gives the company some 300 cases per day at full production. Aronov himself, who developed the revolutionary California slip-lasted process, predicts that within five years western retailers will be purchasing at least three percent more of their inventory in their home area while orders from Eastern outlets will increase at the same pace.

CATTLE ON FEED UP 8% OVER LAST YEAR Majority Will Be Marketed By Fall

The number of cattle on feed in 11 Corn Belt States on July 1 was fully eight percent greater than a year ago, the Department of Agriculture reports. The report added that total increase amounted to 190,000 head, indicating about 2,565,000 head are now on feed in these states.

A breakdown of cattle on feed in the three most important Corn Belt States—Illinois, Iowa and Nebraska—showed 1,667,000 head on feed as of July 1. This is an increase of nine percent from the three-state total of a year ago this time. Feeders expect to market fully 73 percent of cattle on feed during the next three months.

Compared with a year ago, 20% more cattle were on feed in Ohio, 4% more in Illinois, 5% more in Michigan, 15% more in Wisconsin, 4% more in Minnesota, 6% more in Iowa, 10% more in Missouri, 17% more in South Dakota and 24% more in Nebraska. The number on feed in Kansas and Indiana said to be at the same level as last year.

Derman Sale Off Again

Negotiations for the purchase of the closed-down Derman Shoe Co. plant in Milford, Mass., are off again.

Latest would-be purchaser of the plant, which has been at the point of

sale several times in recent months, was General Shoe Corp. of Nashville, Tenn.

Talks with General Shoe Corp. were broken off last week by the Milford Shoe Workers Association, bargaining agent and trustees of the plant, which reported that the wage scale offered by General had been turned down by Milford shoe workers.

The union's executive committee is

reported on the lookout for another firm which will take over operations at the plant.

Worst Shoe Store Attracts Best Sales

The Worst Shoe Store, in Grand Rapids, Mich., reports it is doing as good a business as any. Harold J. Worst, owner of the family shoe store says "The name attracts more customers than it scares away."

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White Leather In Sheep, Goat, Calf
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White Tan In Combination With
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Shoe company mergers again coming in for official attention. Government, particularly Anti-Trust Division of Justice Department and the Federal Trade Commission have eyed mergers from time to time, issued vague warnings, then dropped the subject. Now comes another look, possibly evoked by request originating from Boot and Shoe Workers Union, AFL.

Now Attorney General Herbert Brownell, Jr., steps into picture. Brownell has announced creation of new commission to institute sweeping study of anti-trust laws. Although shoe industry not mentioned specifically, Brownell cited among fields of study "the problems relating to mergers under Section 7 of the Clayton Act, the impact of recent decisions on interlocking directorates . . ."

Another aim of study is more exact definition of what constitutes a monopoly. Committee itself yet to be named although Brownell has tapped Assistant Atty. Gen. Stanley N. Barnes and Professor S. Chesterfield Oppenheim of University of Michigan Law School as co-chairmen.

Committee will also study rule of reason, the Robinson-Patman Act, duplication of jurisdiction among Government agencies, patents and trademarks, labor union exemptions from anti-trust laws, trade associations and voluntary agreements, and decisions resting on "conscious parallelism of action."

Whether anti-trust laws apply outside the U. S. is "high on priority list," Brownell says. Also search for other methods of obtaining facts to support an anti-trust suit rather than filing of criminal action against a company. One last point is possibility of arranging for "advance rulings" on the legality of proposed actions which touch upon anti-trust laws.

Dollar sales of all retail shoe stores over the country showed decline in May. Monthly Retail Trade Report of Census Bureau reports sales of \$145 million, down \$4 million from April this year and \$9 million from May a year ago. However, five-month total for 1953 listed at \$646 million against only \$632 million in same period last year. And this year's prices have been on par with year ago. Peak sales for year to date in March—\$150 million—despite fact Easter fell in April.

Sales of Group II stores—those having 11 or more stores in chain—listed at \$57 million in May, equal to May last year but down \$3 million from April 1953 peak of

\$60 million. Curiously, this group is reported exactly equal for first five months with total of \$247 million sales in both 1952 and 1953 periods. Percentagewise, sales of all shoe stores in May 1953 were 3% below April 1953 and 6% below May a year ago.

National Hide Association reports allocation of dollars to England for purchase of U. S. hides already a fact. Neither U. S. nor Britain will reveal amount of dollars involved as yet. NHA says deal understood to be tied in with leather and leather products on quid pro quo basis. Further, British side upper and split leather tanners reported planning to use allocations but sole leather tanners have little interest in high U. S. sole prices.

Argentina has re-opened hide exports to U. S. Some 1,000 Argentine hides shipped to U. S. in May, first since Nov. of last year. However, hide and kip exports from the Argentine totaled only 459,000 in May, a sharp drop from the 637,000 exported in April. A year ago in May, Argentina shipped out some 747,000 hides and skins.

During period Jan. 1 through April 30, 1953, Argentina exported 226,465 dry ox hides against 269,200 a year ago. This has been declining in past two years. Total of 2,295,911 salted ox hides shipped in period against 1,552,735 last year. Horsehides up to 67,435 against 44,518 in first four months last year. Calfskin exports at 428,563 against 327,999 last year at this time. However, calfskin shipments are far below years 1951 and before when 700,000 and up were exported in first four months.

Largest receivers of Argentine hides and skins were Holland, Spain and Italy with other European countries coming in for good share. U. S. received only 1,000 salt ox hides. United Kingdom came in for good share of all. However, U. S. led all other countries by far in quebracho exports from Argentine. Of 58,482 tons shipped from Argentina during Jan.-April period, U. S. took 30,051 tons.

In all of 1952, U. S. received from Argentina a total of \$6,289,728 worth of raw hides and skins, \$255,179 worth of leather, and \$23,990,821 worth of vegetable dyeing and tanning materials. Unless situation changes radically, 1953 value of hides and skins imported from Argentina will be well below 1952 figures.

Rich, Deep **Blacks for Bags**



The bag leather in these handbags has been dyed to a rich, deep black. The Du Pont Dyes that were selected are uniform and level-dyeing. They helped produce leathers that are full in shade, with a sales-inviting appearance.

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This astonishing new reinforcing material is indispensable to manufacturers of shoes designed with Cut-outs, V-Vamps, Strippings, Straps, etc.

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ROXBURY, MASS.**



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July 10, 1953

LEATHER and SHOES

25

John Marino

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Stylescope

SHOE FASHION NEWS AND TRENDS

Is men's shoe styling in a rut? It's a controversial issue, but getting a lot of attention. A quick look at the cold figures does suggest that men's business has been slogged down over several years. The outlook isn't bright — not unless some important changes come into the picture.

Since end of World War II men's shoe output has been consistently around 100 million pairs a year. Exclude military shoe output and the figure hovers between 90 and 95 million pair. Exclude work, athletic and other non-dress types, and the figure dips pretty low for dress shoe types. In fact, men's dress shoe output and sales today are about the same as 20-30 years ago — but per capita sales are lower.

Most of the qualified observers say the chief reason can be summed up in a phrase, "monotony of style." Excepting for summer shoes, this appears to be true. Monotony of textures, patterns, basic types, materials, colors, lasts, etc. Certainly no lack of creative talent in designing — but seems to be lack of promotional courage, creative daring, merchandising initiative. Those are the qualified opinions.

Make a comparison of today's men's dress shoes and those of 10-20 years ago. Basic types, for example. The oxford represents perhaps 90-95 percent of shoes made and sold. In patterns you get a choice of wing tip, straight tip or U tip. Vamp and quarter treatments are fairly standardized, with mild variations (perfs, pinking, etc.). Colors: dominantly the brown family, some black, and a tiny percentage of others, mostly blue.

Is the big obstacle the "inborn male conservatism"? That's been opinion of many men's shoe producers. But now many of them being surprised to find that male not as conservative as believed.

Take colors, for example. And summer footwear—an example illustrating that men will go off the beaten track en masse. The colorful rubber-canvas footwear . . . men wearing powder blue, Kelly green, red, yellow. Same in slacks, sport jackets, sport shirts—even dress shirts. Surely it all suggests male is not the conservative creature so long presumed to be.

Color in men's dress footwear a real paradox. Shoe style promotion concentrates on brown, and some black—the two together comprising about 97% of all non-summer dress shoes. But consider this. Men's leading color in apparel is blue—in suits, overcoats, neckwear, shirts (next to white), sox, etc. Well-dressed male would never consider wearing tan shirt or brown tie with blue suit. Yet he does wear brown shoes with blue suit or coat. Why? No other choice except black—and black considered drab or formal by many men.

Industry talks color harmony in clothing but doesn't follow through. Brown shoes-blue suit combination in poor color taste. Why not promotion of dark blue smooth leather shoes? (blue suedes good but have limitations.) Could join brown and black as basic color in men's shoes. Backed by promotions could become established . . . would then add another pair to basic wardrobe. Seems like a natural. But won't work unless strongly promoted—as men's summer footwear has been promoted . . . or slippers.

Men's second color choice in clothing is grey. Black in dress shoes is a natural go-with color . . . yet a little on the drab and monotonous side. How about a dark gun metal grey shoe in smooth leather? Impractical? Five years ago the same thing might have been said about red, yellow or green footwear for men.

Let's get to basic shoe types. The oxford, of course, the runaway shoe for dress. Loafer-types and mocs for non-dress purposes. Only lately do we see the entry of other basic dress types, primarily the slippers. But compare with the women's field where there is dress-shoe choice of various basics: pump, sandal, oxford, strap, flattie, etc. Variety of choice stimulates appeal, hence sales and consumption.

Can "new" basic types be introduced in men's field? Why not? Look at slippers. They've made real inroads in past few years . . . will likely grow, become a "new" basic. For summer wear the "ventilated" shoe . . . first the perforated vamp, then the woven types, now mesh. But all on a "new" basic theme: ventilation for warm-weather shoes.

Patterns offer another opportunity. Certainly the same creative and designing talent found in women's shoes is applicable to men's. We by no means suggest such "extremes" for men . . . but the principle of greater variety in patterns does apply.

Final answer—and opportunity—may lie with cooperation action by men's dress shoe industry. A real study of the problem by a selected committee. Cooperative planning, cooperative action. Creation of new ideas, then test-marketed in one or two selected cities, backed by strong promotions in the test areas. Dud ideas tossed aside . . . but those successful in test areas then launched nationally. One thing is sure: the status quo in men's shoe business means continued standstill. Cooperative action after co-operative planning might prove a real stimulant.

Rosalie Marybanian

NO SALES TAX FOR PENNSYLVANIA SHOES

Win Last Minute Exemption From Governor

A general one percent sales tax, with shoes winning a last-minute exemption, was signed into law on July 13 by Gov. John S. Fine of Pennsylvania.

Luggage, however, and generally all the so-called "luxury" items will be subject to the levy when the law goes into effect on Sept. 1.

Shoes, along with clothing and food, were exempted under a last-minute amendment to the measure.

The exemption for clothing and shoes, added just before the House passed the bill by a vote of 106 to 96 (the levy won approval in the Senate by a vote of 32 to 18), read: "Sale of clothing and shoes but not jewelry or any other object not worn primarily to cover the human body against nakedness or cold."

Luggage and luxury items, along with such other items as automobiles, furniture, toys, jewelry, candy and cigars, will be subject to the sales tax on tangible property costing 11 cents or more on retail sales, but wholesale purchases are exempt.

Known as the "Consumer Sales Tax Act," the levy is expected to yield \$125 million for the current biennium. Revenue from the sales levy, a temporary impost that will expire in two years unless re-enacted by the 1955 General Assembly, will be earmarked for education.

Purchaser Pays

The tax is to be paid by the purchaser, with the retailer simply charging the regular price, plus the tax. Merchandise bought on the installment plan will be subject to the full tax at the time of purchase.

The measure provides a three percent commission on tax returns to compensate for extra bookkeeping. Retailers will be required to file monthly returns with the Revenue Department on their sales, except in cases where monthly returns show tax collections of less than \$10, with the retailer then allowed to file on a quarterly basis.

Advertisements stating that the retailer is absorbing the tax will be illegal. The regular price, plus the tax, is to be listed in ads. Violations of the law would be subject to a \$1,000 fine or a year in jail.

MOSCOW GOES MODERN

The Soviet newspaper *Evening Moscow* recently carried an ad for the first time in its history—indication that Russia is either trying to emulate Western selling techniques or is having trouble selling Russian consumers.

The ad was a half page display featuring a sale of outmoded goods. Trade reports say that an increase in Soviet production coupled with a rising fashion consciousness among Muscovites has made it necessary to advertise in order to persuade Russian consumers to buy outmoded shoes and other clothing.

The *Evening Moscow* ad listed 71 stores where sales were in progress. The sales were started by the trade ministry without advertising but buyers were slow to show interest until prices were reduced by 50 percent and the goods advertised.

MILITARY

BIDS AND AWARDS

UPHOLSTERY LEATHER


Four manufacturers submitted low bids for four upholstery leather items opened under ASTAPA invitation TAP-30-352-53-762.

Goodall Fabrics, Inc., N.Y.C., was low on items 1a and 1b — 1,500 yds. synthetic, resin-coated artificial upholstery leather for Philadelphia and Oakland, offering all at 1.3475 and 1.42; 20 days acceptance, net.

A. L. Gebhardt Co., Milwaukee, Wisc., was low on item 2—1,100 sq. ft. of chrome-tanned cattlehide leather for Philadelphia; Gebhardt offered all at .495; 20 days acceptance, net.

Lackawanna Leather Co., Hackettstown, N. J., was low on items 3a and 3b, 3,340 sq. ft. of full top-grain, black upholstery leather for Philadelphia and Oakland. Lackawanna offered the total quantity at .669; 60 days acceptance, 3% in 30 days.

There was only one bid on items 4a and 4b — 250 yd. of artificial upholstery leather for Philadelphia and Oakland, gray color, synthetic resin coated. Weymouth Art Leather Co., Inc., South Braintree, Mass., offered the total quantity at 1.21 and 1.27; 60 days acceptance, net. There were 9 other bidders.



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TO SPEED PRODUCTION
Serially numbered, piece work—case
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INTERNATIONAL TICKET CO.

QUARTER LINED		P. 36	
Width	Length	Part #	LINE
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98987		36	98987
98987		36	98987
98987		36	98987

Here are

3

SHOE PRODUCTS THAT SAVE PENNIES



INNERSOLES
PLATFORMS
WEDGIES

LYNN INNERSOLE CO., ALLSTON, MASS.

LEATHER MARKETS GENERALLY SLOW AS NEW BUSINESS RESUMES

Big News Of Week Is Reductions In Calf And Kip Leather Prices

Nothing doing in sole leathers. Interest picking up slowly in other selections. More activity expected shortly.

Sole Same

"No change, no business," is the way Boston sole leather tanners sum up situation this week. Buyers show little interest as factories re-open after summer vacation. Tanners are cautiously optimistic about prospects although few are willing to venture a guess on when sales will pick up again.

Prices remain unchanged despite strength of hides. Bends 10 iron and up generally held at 53c and below. The 9/10 irons remain at 56-55c and below with buyers emphasizing the below. Medium bends at 8/9 irons listed at 65-63c and down. Lights find little interest above 70c, emphasis on 69c.

Sole leather tanners of Philadelphia say there is still very little demand for any sole leathers they have to offer. Prices unchanged with no change in quotations anticipated unless an unexpected situation develops in the market.

Sole Offal Holds

New business still at low level but expected soon. Supplies of bellies far from plentiful and steadiness of rawstock market forces offal tanners

and dealers to keep prices at recent levels. This is true along the line although there is not enough buying to establish any new price trend.

Bellies generally most wanted at 29c and below. Heavy cows and steer bellies listed to 30c. Double rough shoulders slow; tannery run heavy at 51-48c, mediums at 52c, lights at 55c. Light single shoulders slack in low 40's. Heads and shanks undefined.

Sheep Quiet

Outside of the garment sheep tanners, most sheep tanners in Boston report a quiet week on new orders. Many say their shoe manufacturer customers won't re-open until July 20, expect sales to pick up then. Pickled skin situation tight and high—many tanners say they can't afford more rawstock at these prices.

Russet linings sell in a range of 20-32c with interest at 21-27c and best volume at 23-24c. Boot linings held at 26-27c. Colored vegetable linings bring 27c for practically all colors. Chrome linings 31-30c and down.

Garment suede limited in supply; best grades bring 40c and down; volume at 38-36-34c. Garment grain finds new call again at 34c and below.

Calf Draggy

Despite new reductions last week (beginning about Friday, July 10), on calf leather prices, tanners report

Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1952 HIGH
CALF (Men's HM)	80-1.10	85-1.15	70-97	85-1.10
CALF (Women's)	70-93	75-99	67-85	80-1.03
CALF SUEDE	70-1.05	75-1.10	80-90	85-1.10
KID (Black Glazed)	75-90	75-90	75-90	75-90
KID SUEDE	80-96	80-96	80-92	80-96
PATENT (Extreme)	55-60	55-60	38-45	56-60
SHEEP (Russet Linings)	20-32	18-32	17-28	18-32
KIPS (Combination)	54-61	60-64	48-56	56-60
EXTREMES (Combination)	51-54	51-55	46-52	54-56
WORK ELK (Corrected)	39-43	39-43	35-45	38-46
SOLE (Light Bends)	65-69	68-72	65-70	65-70
BELLIES	27-30	27-29	25-26	26-27
SHOULDERS (Dble. Rgh.)	51-55	52-56	50-55	50-55
SPLITS (Lt. Suede)	33-39	33-39	30-38	35-39
SPLITS (Finished Linings)	18-22	18-22	18-20	24-26
SPLITS (Gussets)	16-17	16-17	16-18	18-20
WELTING (1/2 x 1/8)	8	8	8	8
LIGHT NATIVE COWS	18-18 1/2	19-19 1/2	17-18	17 1/2-18

All prices quoted are the range on best selection of standard tannages using quality rawstock.

DEPENDABLE

Uniform Quality

Memo
to order...

- ✓ BENDS
- ✓ SHOULDERS
- ✓ BELLIES
- ✓ CUT STOCK

Also...

Specialty Leathers
for Belting,
Textiles, Hydraulics,
Packing and
Strap Leathers.



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A. H. ROSS

Since 1888
Specialty Leathers
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KLENZETTE
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Kleenette
ORIGINAL
GENUINE
WASHABLE
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This tag attached to shoes
appears with Kleenette

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SPECIALISTS in SPLITS

SUEDE LININGS.
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little interest from shoe manufacturers. Most tanners reduced women's weight smooth calf another 2c and men's weight another 5c. In general, both have been cut a total of 10c since calfskin drop began three weeks ago. Still buyers are conspicuously absent.

Top grades still reported all the way up to \$1.14 but regular good grades rarely exceed \$1.08 in men's weights. Volume grade generally at 93c but little interest even at this level. Same is true of women's weights which bring up to 93c but little doing above 88c and volume grade moves slowly at 73c and down. Suede quiet from \$1.10 down to 68c.

Sides Slow

Not much doing in side leather markets as shoe factories re-open. Leather buyers appear to have enough leather for the moment; prefer to sit out market temporarily, await new developments. Result is tanners are holding to price lists although many will talk business.

Smooth combination-tanned extremes listed at 55c and down for HM weights, mediums 54c and below, generally to 46c. Larger spreads at 51-43c for HM's, a cent less for M weights. Vegetable-tanned extremes 53-51c and below, larger spreads 47-45c and down. Work shoe retan 45-41c, work shoe elk 43-39c.

Combination-tanned corrected kips around 61c and down for HM's; not too steady. M weights a cent less. Chrome-tanned kip sides around same price ranges. More interest in all kips at low 50's.

Splits Draggy

Nothing much doing in Boston splits market, according to tanners.

Re-opening of factories has not touched off new buying as yet. Prices as before: women's weight suede splits do best at 37-33c; men's weights 42-38c. Colors 2c above this. Lining splits 22-18c. Gussets 16-14c for naturals, 17-15c for black.

Flexible innersole splits 40-35c for H weights, 33-28c for H weights, 30-25c for M weights. Naturals still 27-21c for HM's, 37-30c for H weights, 24-19c for M weights.

Glove Better

Reports from the glove industry a little more encouraging. Some fair sized orders placed for ladies' gloves and the trade is optimistic.

Pigskins in fairly good demand. The number ones are shipped abroad

at prices ranging from \$1.00 to \$1.10. The next five grades are bunched into a table run that brings from 55c to 60c. The low ends are readily moved to makers of leather palm gloves at prices that vary with the quality of the batch.

Cabrettas still in slow demand. The best moving grades from 40c down.

Cheap leathers active especially in the men's weights. Sudans bring from 33c to 40c. Best prices obtained for high color garment grains. Iranians are still active with prices edging up. Dealers feel that number ones will have to bring 28c.

Grey suedes quiet. About 38c and 32c seem to be the going prices.

Kid Slack

Kid leather tanners of Philadelphia report there just isn't much business around. Shutdown of the various shoe and leather factories has affected business, although actually the kid industry seems to be feeling the effects of vacations a little later than the rest of the leather industry.

Little demand for glazed, and practically nothing at all doing with the other leathers offered by kid leather tanners—slipper, crushed or satin mats.

Prices unchanged. Little interest in rawskins right now but after resumption of buying, tanners expect prices will be firm.

Average Kid Leather Prices

Suede 32c-96c
Linings 25c-55c
Crushed 35c-75c
Glazed 25c-\$1.00
Satin Mats 69c-98c
Slipper 25c-60c

Belting Still Slow

Belting leather tanners of Philadelphia say business has not snapped out of the doldrums as yet.

Curriers also finding that business is very quiet. They say that they don't anticipate much business until late July.

Work Glove Slow

Following recent volume business, market for work glove leather rather quiet. Prices, however, continue firm.

Many producers of top quality finished splits are well sold up at latest trading levels and not pressing for new business at this time.

Although a cent higher has been talked in some selling quarters, nothing of significance reported sold at better than last prices established by sizable sales, LM weight bringing 17c for No. 1 grade, 16c for No. 2 grade and 15c for No. 3 grade. M weight alone quoted at 18c for No. 1 grade, 17c for No. 2 grade and 16c for No. 3 grade.

Garment Holds Up

Market for garment leathers an outstanding feature among leather markets in the past several weeks. Even during recent holiday and vacation periods, demand held up well and some additional business done although volume of new bookings restricted in many instances due to limited available supplies. Many producers well sold up and ahead into production and will be busy in coming weeks delivering footage on old orders previously booked.

Sheepskin garment leather firm, particularly suede which is quoted as high as 40c and down for choice tannages, but mostly 36-38c for top grades and at average prices of 32-34c for volume lots. Average price basis on grain finish continues around 30c but top grades bring 34c and down.

According to some sources, good tannages of horsehide garment leather are difficult to obtain at 44c and down as market is kept pretty well sold up.

Bag, Case & Strap Dull

Seasonal dullness has prevailed in market for bag, case and strap leathers. Occasional orders here and there but volume business lacking at this time.

Case leather considered steady, 2-2½ ounce remaining around 41-42c and 3-3½ ounce at 44-45c. Grade A russet strap leather holding un-

changed, 4/5 ounce at 53c, 5/6 ounce at 55c, 6/7 ounce at 57c, 7/8 ounce at 59c, 8/9 ounce at 61c, 9/10 ounce at 64c and 10/11 ounce at 67c. Grade B sells for 3c less and Grade C about 5c under the above prices.

Glazed finish commands 2c more and colors 3c additional over russet prices.

Tanning Materials Slow

Both East African and South African Wattle extract now quoted at same price with same tannin content. Tanning materials market seasonally slow — quotations generally unchanged.

Raw Tanning Materials

Divi Divi, Dom., 48% basis shp't, bag...	\$72.00
Wattle bark, ton "Fair Average"	\$100.00
..... "Merchantable"	\$ 97.50
Sumac, 28% leaf	\$120.00
Ground	\$110.00
Myrobalans, J. 1's Bombay	\$46.00
Sorted	\$48.50
Genuines	\$50.00
Crushed 42-44%	\$66.00
Valonia Cups, 30-32% guaranteed	\$58.00
Valonia Beards, 40-42% guaranteed	\$77.00
Mangrove Bark, 30% So. Am.	\$58.00-59.00
Mangrove Bark, 38% E. African	\$76.00

Tanning Extracts*

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.40
Barrels, c.l.	5.30
Barrels, l.c.l.	5.65
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	11.28
Bags, l.c.l.	12.00
Cutch, solid Borneo, 55% tannin08½
Hemlock Extract, 25% tannin, tk. cars	
f.o.b. works0625
bbls. c.l.06½
Oak bark extract, 25% tannin, lb.	
bbls. 6¼-6½, tks.06¼
Quebracho Extract:	
Solid, ord., basis 63% tannin, c.l. .11	31/64
Solid clar., basis 64% tannin, c.l. .12	3/16
Wattle extract, solid, c.l., East African	
60% tannin10
Wattle extract, solid, c.l., South African	
60% tannin10

Powdered super spruce, bags, c.l.	
.05%; l.c.l.05½
Spruce extract, tks. f.o.b. wks.01½
Myrobalan extract, solid, 55% tannin..	.07½
Myrobalan extract, powdered, 60% tannin10
Valonia extract, powdered, 63% tannin	.09½
Quebracho Extract, Powdered, Swedish	
spray dried, 76-78% tannin16½
Wattle Extract, Powdered, Swedish,	
73% tannin15½
Powdered Spruce, spray dried, Swedish	.04
Myrobalan, Swedish, Powdered 68-70%	.11½
Oakwood, Swedish, solid, 60-62%11½
Oakwood, Swedish, powdered, 64-66%	.12
Larchbark, Swedish, solid, 54-56% ..	.11½
Larchbark, powdered, Swedish spray-	
dried, 58-60%12½

Tanners' Oils

Cod Oil, Ndd., loose basis, gal.90-.95
Cod, sulphonated, pure 25% moisture .13-.13½	
Cod, sulphonated, 25% added mineral .12	
Cod, sulphonated, 50% added mineral .10½	
Castor oil, No. 1 C.P. dra. l.c.l.26
Sulphonated castor oil, 75%23½
Linseed oil, tks., f.o.b. Minn.14
drums15½
Neatsfoot, 20° C.T.31
Neatsfoot, 30° C.T.29
Neatsfoot, prime drums, c.l.15½
l.c.l.17½
Neatsfoot, sulphonated, 75%16½-17½
Olive, denatured, drs. gal.	2.20
Waterless Moellon14
Artificial Moellon, 25% moisture13
Chamois Moellon, 25% moisture ..	.11-12
Common degrass16-18
Neutral degrass30-31
Sulphonated Tallow, 75%11-12
Sulphonated Tallow, 50%07-.08
Sponging compound13-14
Split Oil11-12
Sulphonated sperm, 25% moisture ..	.14-15
Petroleum Oils, 200 seconds visc., tks.,	
f.o.b.16
Petroleum Oils, 150 seconds visc., Tks.,	
f.o.b.15
Petroleum Oils, 100 seconds Visc., tks.,	
f.o.b.14

*Imported Extracts are plus duty.

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PACKER HIDES CONTINUE ACTIVE BUT PRICES ARE MIXED

Calf And Kip Ease Again As Prices Are Reduced

From 2½-5c

Packer Hides Wanted

Active trading continues at brisk pace in the big packer hide market. Prices, however, showed a mixed undertone.

Considerable business done in light native cows on a lower basis, packers early this week selling around 12,000 which seemed to establish the market in a range of 18-18½c as to productions, average weights and shipping points. Light native steers eased to the 17c level late last week and seemed to be holding barely steady on that basis in limited trading. The same could be said for extreme light native steers which sold at 20½c for current kill and as low as 18½c for May takeoff.

Following their free selling policy, packers have even sold ahead into kill on some selections at a number of points. Buyers reached a half cent at a number of points to obtain several cars at 15½c.

While butt branded steers sold steady at 13c, an advance of a half cent was paid for Colorado steers which brought 12½c on a good volume of buying, some of which was touched off by exchange operators who were able to hedge on an advancing futures market early in the week.

Heavy Texas steers moved at 13c along with other branded steers in mixed packs sold Tuesday at the going prices. Heavy native cows held surprisingly steady on sales at 18½c for northrens and at 17½c for some river points such as Omahas. However, more river heavy cows still available at 17½c and buyers in many instances continued to offer a half cent less.

Branded cows held steady, 20,000 selling in the forepart of the week at unchanged prices of 15½c for northrens and 16c for lighter average weight southwesterns.

Independents Sold Up

Larger midwestern independent packers have been selling between 10,000 and 20,000 hides each week for the past several weeks, thereby maintaining a well sold up position at the going market prices.

This week, a large Iowa packer led off the selling, trading involving 800/1,000 light native steers at 17c and 1,000 Ottumwa light cows at 18c. Same packer also sold 1,400 butts at 13c and 1,900 Colorados at 12½c. The Minnesota packer also resumed selling, moving 600 Colorados at 12½c and was expected to continue selling hides according to usual custom late in the week. Packers' Ass'n. credited with selling 1,400 heavy native steers at 15½c.

On the west coast, independent packers reported bids of 10½c on some 70 lb. avg. branded steers. Some 30-70 lb. west coast small packer steers and cows averaging 55-56 lbs. reported obtainable, however, around 12-12½c flat fob. for May-June take-off.

Small Packers Ease

Southwestern light hides have eased about a cent from previously paid levels. Some Texas small packers averaging around 43 lbs. have been sold down to 16-16½c flat fob. shipping points and more could be bought at these levels but bids named by buyers seem to be in a range of 15-15½c for new business.

Midwestern small packers averaging 40-41 lbs. and 42-44 lbs. avg. as well have been offered down to 16c flat fob. last paid. Here too buyers' ideas are a half cent to a cent off. On midwestern 48-50 lbs. avg. small packers offered at 15½c selected, best bids at 15c. Some business materialized in 50-52 lbs. avg. and also 52-54 lbs. avg. productions at 14½c selected fob. midwestern shipping points, these prices considered about a half cent off from last week.

Country Hides Mixed

Some business in slightly lighter avg. locker-butcher hides, one car of 48-50 lbs. avg. bringing 13c flat trimmed fob. shipping point but it was noted that some 42-43 lbs. avg. locker-butchers offered at 13½c this week had no takers.

Last sale of 50-52 lbs. avg. locker-butchers was at 12½c and it was intimated some sellers would consider additional business on that basis but demand rather thin, buyers talking around 12c. Mixed lots of 50-52 lbs.

HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close July 16	Close July 9	High For Week	Low For Week	Net Change
October	17.43T	16.68D	17.45	16.68	+77
January	16.43T	16.02T	16.50	16.00	+41
April	15.93B	15.60B	16.05	15.65	+33
July	15.53B	15.30T	15.60	15.30	+25
October	15.18B	15.00B	15.32	15.06	+18
January	14.86N	14.75	14.74
Total Sales: 392 lots					

HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers	15½	15	15	15
Light native steers	17	17 -17½	18	18½
Ex. light native steers	19½-20½	20½	21	21
Heavy native cows	17 -18½	17 -18½	18 -19	16½
Light native cows	18 -18½	18½-19½	19 -19½	17 -18
Heavy Texas steers	13	13	14	13½
Butt branded steers	13	13	13½	13½
Light Texas steers	13 -15½	15½	16	17
Ex. light Texas steers	18½	18½	19	18½n
Colorado steers	12½	12	12½	12½
Branded cows	15½-16	15½-16	16 -16½	15 -15½
Native Bulls	10 -10½	10 -10½	11½-12	10 -10½
Branded Bulls	9 - 9½	9 - 9½	10½-11	9 - 9½
Packer calfskins	47½-50	50 -57½	55 -65	32½-45
Packer kipskins	25 -31	30 -35	35 -42	30 -40

NOTE: Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.

avg. country hides obtainable at 12c flat trimmed fob. but here too buyers inclined to talk a half cent less. Renderer hides alone averaging 48-50 lbs. considered around 11-11½c.

Glue hides nominal at 9½c and country bulls around 7c for carlots, fob. shipping points.

Calf & Kip Decline

Both calf and kip prices eased to lower levels. One big packer last Friday sold 12,500 Wisconsin all-weight calf at 50c for heavy and 47½c for light, down 2½c. Other business involved 4,000 Chicago heavy calf at 50c, off 6c and 4,000 St. Louis heavy at 47½c, down 5c. River allweights offered at 50c.

Trading in northern kip totaling about 8,500 by three of the packers at 5c decline or 31c while 5,500 southern kip and overweights sold at 30-25c. More southerners reported obtainable on the new basis.

Packer slunks nominal and some price adjustment downward expected in view of declines in calf and kip. Regulars sold at \$2.30 in last trading around the end of May while large hairless quoted around 80c nominal.

Small packer calf more or less nominal around 40c for allweights while kip still quotable at 25c. Country allweight calf quoted at 23c and kip about 20-21c for carlots.

Horsehides Limited

Interest from tanners at recent trading levels decidedly limited as far as whole hides have been confirmed. Northern slaughterer whole hides quoted at \$12.50-13.00 untrimmed and \$1.00 less trimmed, fob. shipping points.

On cut stock, difficult to interest tanners in regular northern fronts at above \$8.00-8.50 and butts harder to move at above \$4.00-4.25 for 22" and up.

Sheep Pelts Firmer

Latest prices range \$2.25 to \$2.55 as to sellers and quality; No. 2s ranged \$1.70-1.80 and No. 3s sold mostly at \$1.10, considered steady.

Packer western lamb pelts holding in a range of \$3.20-3.30 per cwt. live-weight basis; some business reported this week at \$3.25. Full wool dry pelts last sold at 29-30c fob. but some operators consider the inside price nearer the market as certain buyers inclined to talk down to 28c.

Pickled skins steady, sales passing mostly at \$17.50 per dozen for clear lambs although one producer reported selling a car of current production pickled lambs late in the preceding week at \$17.00 per dozen.

Dry Sheepskins Slow

At the last Australian wool sheep auctions, Sydney reported 38,000 skins offered and lambs were one to three pence and all others par to two pence Australian currency dearer while at Melbourne, 18,000 skins were offered and generally unchanged on last quotes. Cables from the Argentine stated that the Government has extended until Sept. 30th the 8% discount on export shipments of wool, wooled sheepskins and pickled skins.

Too early for the new season Addis-ababa slaughterers' skins al-

though an offering received of 180/190-lbs. at \$14 per dozen c&f. Sales the end of last season were at \$13-13.50. Cape gloves continue too high for this market and have been selling to Europe.

Pickled Skins Hold

On a tender of 2,500 dozen "Walcetown" New Zealand lambs, same sold at 108 shillings 2 pence. North Island sheep held at 139 shillings 6 pence with 135 shillings refused from Europe. Several thousand dozen Turkish skins sold "Kivircik" sheep,

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Mol. Wt. 78.1
M.P. 100°C

Light buff colored solid in flake form. Rapidly soluble in water; slightly soluble in alcohol; insoluble in ether. Also available in solid form.

ANALYSIS

Na₂S 60 to 62%
NaCl 1.5% Max.
Other Na Salts 2.0% Max.
Fe 8 ppm Max.
Cu, Ni, Cr, Mn, Pb 1 ppm Max.
Water of crystallization 35% Min.

SHIPPING CONTAINERS

Steel drums 90 and 350 lbs. net

SODIUM SULFHYDRATE—NaSH

(sodium hydrosulfide)

Mol. Wt. 56.1
M.P. 55°C

Light lemon colored solid in flake form. Completely and rapidly soluble in water, alcohol and ether.

ANALYSIS

NaSH 70 to 72%
Na₂S 2.5% Max.
NaCl 0.8% Max.
Na₂SO₃ and NaHCO₃ 0.4% Max.
Fe 5 ppm Max.
Cu, Ni, Cr, Mn, Pb 1 ppm Max.
Water of crystallization 28 to 26%

SHIPPING CONTAINERS

Lacquer-lined steel drums 90 and 350 lbs. net

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Caustic Soda Muriatic Acid Paradichlorobenzene



80/85-feet, at \$13.00 and lambs, 60/65-feet, at \$12.00 per dozen, c&f. Last confirmed sales Iranian pickled sheepskins on spot and afloat at \$13-13.50 per dozen.

Domestic market unchanged with summer lambs selling from \$17.50 up, as to sections and lots involved.

Reptiles Moving

Wet salted Agra back cut lizards, 9 inches up, averaging 10 inches, 80/20 selection, sold at 30c combined with 10 inches up, averaging 11 inches at 38c. Some 11 inches and up offered at 39c while 25,000 8 inches up, averaging 9 inches offered at 22c, 9 inches up, averaging 10 inches at 28c and 10 inches up, averaging 11 inches at 38c.

Some wet salted Calcutta oval grain back cut lizards, 40/40/20, 90/10 assortment, available at 21c. Wet salted ramgodies, 10 inches up, averaging 13/14 inches, 70/30, offered at 13½c and some 75/25 assortment held at 15c. A small lot of wet salted Calcutta alligators, 9 inches up, averaging 14/15 inches, held at \$1.15.

Trading developed in Brazil back cut tejus, 20/60/20 assortment, at 70c fob, and more available at this price. Some 25 centimeters and up chameleons sold at 18c fob, while giboias are held at 45c fob.

Deerskins Limited

A little business passing although due to small offers and high prices asked, sales limited. Peruvian "jacks" sold at 59c c&f. and Brazil "jacks" at 64-66c ex-dock New York. Up to 65c c&f. asked for Siam deerskins. No late offers of New Zealand.

Pigskins Slower

Peruvian grey peccaries sold at \$2.00 c&f. while that price refused for Manaos grey peccaries. Shippers firm at origin and asking \$3.00 fob. for Chaco carpinchos.

Goatskin Prices

INDIA & PAKISTAN	Today	Last Month
Amritsars (1200 lbs.)	\$8½-9	\$8-8½
Best Patnas	Nom.	Nom.
Muruffepores	Nom.	\$7.25
Dinajpores	Nom.	\$7.50
Daccas	Nom.	Nom.
Calcutta Kills	\$8.50	Nom.
Coconadas (1.70/1.80 lbs.)	\$9½	\$9½
Decans (1.70/1.80 lbs.)	\$9½	\$9½
CHINAS		
Szechuans, lbs.	Nom.	Nom.
Hankows, lbs.	Nom.	Nom.
Chowchings, dz.	Nom.	Nom.
MOCHAS		
Berberahs	\$8½-9	\$9½
Hodeldahs	Nom.	Nom.
Battla	\$11½-12¼	\$12
Battl types	\$10½	\$10
Addis-ababas	Nom.	\$8.50

AFRICANS

Algiers	Nom.	Nom.
Marakesh	Nom.	Nom.
Casabiancas	Nom.	Nom.
Constantines	Nom.	Nom.
Tangiers	Nom.	Nom.
West Province Ex. Lts.	48c	48c
Port Elizabeth Ex. Lts.	46c	46c
Nigerians, lbs.	\$1.05-12	\$1.05-10
Mombasas, dz.	\$10½-11	\$10½-11

LATIN AMERICANS

Mexicans		
Matanzas, etc. (flat)	Nom.	Nom.
Oaxacas	Nom.	Nom.

Venezuelans

Barquisemetos	48c	45½c
Coros	47½c	47c
Maracalbos	Nom.	39c
La Guayras	Nom.	Nom.

Colombians

Rio Hache	Nom.	Nom.
Bogotas	Nom.	Nom.

West Indies

Jamaicas	70c	70c
Haitians	46c	47c
San Domingos	37c	39-41c

Brazils

Cearas	74-75c	71c
Pernambucos	74-75c	71-72c
Bahias	Nom.	Nom.

Argentines

Cordobas/Santiagos	50c	49c
Pampas	Nom.	Nom.

Peruvians

Paytas	44-44½c	44-44½c
Ayacucho	Nom.	44c

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NEWS QUICKS

About people and happenings coast to coast

Georgia

• **Marilyn Shoe Corp.**, Augusta shoe chain, reports the company has leased stores in Kinston, N. C., and Clarksburg, W. Va. Stores in both cities will open on or about Sept. 1.

Illinois

• **Florsheim Shoe Co.**, Chicago subsidiary of International Shoe Co., reports for the six months ended April 30 net profit after taxes of \$878,672. This compares with net after taxes of \$109,134 for the corresponding period of 1952 and \$781,075 in 1951.

Massachusetts

• Majority of creditors of **Sherman Footwear Co.**, Marlboro shoe manufacturer, have voted to accept the firm's Chapter XI offer of 15 percent

settlement. Vote was held by Referee Wilfred H. Smart who has ordered the company to deposit \$50,000 by Aug. 4. Confirmation hearing will be held Aug. 10.

• **Curtis Shoe Co.** of Marlboro has executed a trust mortgage for the benefit of creditors. The company claims to be solvent and states it expects to receive \$25,000 in new money from outside sources, provided the Reconstruction Finance Corp. will require no payments for the next six months and permit release of shoes in process. The firm currently owes the RFC \$204,500 for which it is said the RFC has adequate security. Curtis is reported to have \$200,000 worth of orders on hand.

• Meeting of creditors of **Hermal Shoe Co., Inc.**, was held July 15 after earlier postponement. Debtor requested time to arrange a Chapter XI settlement.

• **Kay Tanning Co.** was recently organized in Peabody as contract tanner of all types of splits. Plant is at 48 Foster St. Officers are Harry Kirstein, president, formerly associated with Kirstein Tanning Co.; Max Kirstein, treasurer, formerly with Irving Tanning Co.; and Nathan Kirstein, treasurer. The company is already in full operation and reports a good demand for its leathers.

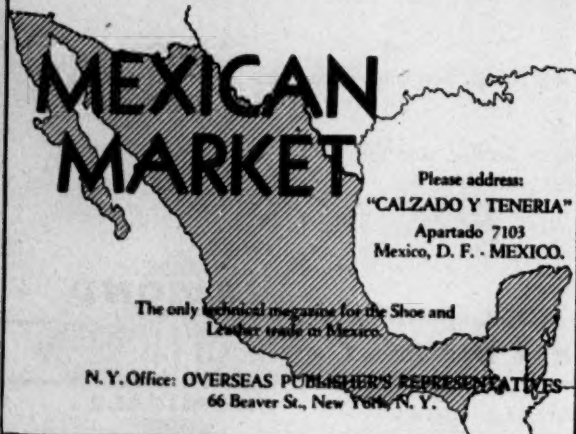
• **Ronald McCormack** and **Daniel Thomsen** are now operating **McCormack-Thomsen, Inc.**, manufacturing tanners' finishes, topcoats, binders and pigments at 22 Pierpont St. in Peabody. McCormack is well known in the leather industry and has been associated with leather supply firms for the past 30 years. Thomsen was formerly associated with Union Chemical Co. in Danvers. McCormack-Thomsen is represented in Philadelphia by Eugene O'Donnell.

• Only by the use of new techniques and much overtime has **Harvard Coated Products Co.**, Roxbury, been able to keep ahead of current orders, according to Lou Ravich, president. New methods in the combining, coating and impregnating departments

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now assure faster production and overtime work during peak periods takes up any slack. Harvard moved to new quarters in 1952.

- Reporting a 75 percent sales increase for the first six months of 1953, Frank Reed, treasurer of Boston's **Besse, Osborn & O'Dell, Inc.**, sheep leather tanner, says April was the biggest month the firm has enjoyed since 1929. Reed adds that July figures are running ahead of last year and forward bookings assure continued progress for the next three months.

- **Lowell shoe factories** are report-

ing planning accelerated production programs for the remainder of 1953. Many firms are currently adding additional bottom cementers, Goodyear stitchers and lasters, expecting a record fall run.

- Leading **New England shoe and slipper manufacturers** were active contributors to the recent call by the New England Shoe and Leather Association for shoes for victims of the recent Worcester tornado. John Foote, NESLA president, reports many cash contributions were also received by the Red Cross from Worcester shoe companies.

- **Bickford Shoes, Inc.**, of Jamaica Plain, has been fined \$1,500 in Federal Court, Boston, for violating the Fair Labor Standards Act. According to U. S. Atty. Edward D. Hassan, the firm worked employees more than 40 hours without paying time and one half. A second count of keeping false records was continued to Aug. 25 with the understanding that a \$1 fine will be recommended if \$1,900 restitution is made to employees.

Missouri

- **Town & Country Shoes, Inc.**, women's shoe manufacturer located at Sedalia, reports it will also manufacture a line of ladies' handbags to match its shoes. The company has purchased a two-story building across the street from its shoe factory and will manufacture the handbags in this building. Some 150 workers will be hired.

- **Wohl Shoe Co.**, wholesaler and retailer of family footwear, has purchased **Nissen's, Inc.**, footwear retailer of Oklahoma City, Okla.

New Hampshire

- **The Fleisher Shoe Co.**, manufacturer of women's novelty shoes, has been authorized to construct an addition to its plant at Manchester, according to the Manchester Building Department.

- Despite a decrease of some 900 jobs in **New Hampshire's shoe industry** during May, a report recently issued by the State Division of Employment Security predicts a rise in production by mid or late July with high employment continuing. In May, the Granite State's shoe factories had about 21,300 employees or some 200 less than at the same time last year.

New Jersey

- **Blanchard Bro. & Lane**, Newark tanner, has appointed Ralph Simpson to take over its entire line of leathers in the Ohio territory. Simpson's headquarters are located at 889 Montrose Ave., Columbus, O.

New York

- **Delman, Inc.**, New York women's shoe manufacturer, will shortly manufacture a new line of shoes to be sold under the name of Christian Dior, it is reported. The line, retailing at \$24.95, will be sold in the U. S. and in Paris, France.

- **Jos. Romm Shoe Co., Inc.**, Brooklyn women's shoe manufacturer, has filed a Chapter XI bankruptcy petition for reorganization, it is reported. The company is offering creditors 15 per-



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cent in payments of five percent each four, eight and 12 months after confirmation. Liabilities have been estimated at \$43,000 with assets at \$36,000.

- Receiver under bond of \$10,000 has been appointed in the bankruptcy case of **Step-Lite Footwear, Inc.** of Long Island, New York.

- **Burjac Sportswear, Inc.**, New York manufacturer of leather jackets, is reported offering creditors a 25 percent compromise settlement. The offer is payable in 10 percent cash and three five percent notes to be paid at stated intervals after confirmation.

- Sale of assets at public auction of **Caprice Creations, Inc.**, New York shoe and slipper manufacturer, realized the sum of \$2,200, it is reported.

- **Newport Footwear Corp.**, Newport manufacturer of sandals of all types, has filed petition under Chapter XI of the Bankruptcy Act, it is reported. Liabilities are estimated at \$700,281. The firm is a branch of Eastern Footwear of Dolgeville which has filed Chapter XI petition without schedules (see L&S, July 11).

- **Spotlight Promotions** has signed **Fownes Bros. & Co.** as exclusive glove advertiser on the "Big Pay-Off" television program.

- **Schiaparelli, Inc.**, has announced the appointment of Mrs. Maria A. Kirk to its staff as fashion coordinator. Mrs. Kirk has been associated with Mme. Elsa Schiaparelli, famed Parisienne fashion setter, for the past 20 years.

- The Women's Shoe Division of the Commerce and Industry Committee in the 1953 **Sister Kenny Foundation** campaign for funds will be headed by John L. Jerro, partner and general manager with Jerro Bros.

- **Sattler's, Inc.**, Buffalo department store, has been purchased by Associated Investors, Inc. The following officers have been elected: Aaron Rabow, president; Robert Cornelius, executive vice president. John T. Madden continues as vice president, treasurer and a director.

- The **Miles Shoe** chain has leased space for another New York outlet. This one will be located at 31 Westchester Square in the Bronx.

- **Pratt Institute** announces the appointment of Joan Bennett of Trendmaker Originals as instructor of shoe design at the school.

Pennsylvania

- **Silver Stride Shoe Mfg. Co., Inc.**, has been incorporated under

Pennsylvania laws with authorized capital of \$50,000 to manufacture women's high grade casuals at 1422 Callowhill St., Philadelphia. Production is scheduled to begin in Aug. Officers are Jack Silverstein, president and Edith S. Silverstein, secretary-treasurer.

- Registration certificate has been filed in Philadelphia by Herbert M. Grossman, Joseph Brown and Lionel Klausman to trade as **Jacqueline Slipper Co.**, slipper manufacturer, at

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yes



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Of major importance to the designers, makers and buyers of today's most fashionable footwear—*trimmings* that are functional, adaptable and handsome enough to capture immediate attention.

You'll find that the complete Anchor Brand Line of shoe trimmings includes top quality items

for every purpose: items such as the handsome, durable No. 9677½

Regal Buckle and matching 497½

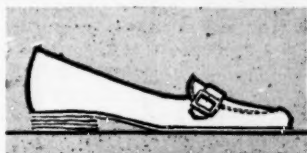
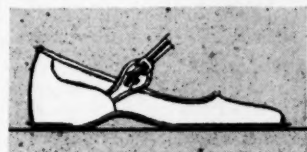
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rings . . . buckles in roller, non-roller, and fixed-roller designs . . . plus hundreds of other useful, easy-to-apply trimmings in every size and style imaginable.

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New York, August 15-18.

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1130-34 South 11th St. in Philadelphia.

• The **Carlton Shoe Co., Inc.**, women's shoe manufacturer, has applied for charter of incorporation under Pennsylvania laws. The firm is located at 618 Cherry St., Philadelphia.

• A new shoe factory will be erected at Altoona by Altoona Enterprises, Inc., according to George C. Kelchner, Jr., president of the industrial development firm. The new building will contain 47,000 square feet of floor space and will be located in Logan Township. It is being built for the **Altoona Shoe Co.**, which will employ more than 400 workers in the area. The structure will replace a smaller plant of Altoona Shoe Co. in operation for the past four years at Industrial Ave. and 29th St.

• **Rohm & Haas Co.** of Philadelphia has arranged to borrow \$5 million from Penn Mutual Life Insurance Co., it is reported. The loan will be set at four percent interest and is due July 1, 1972.

Canadian Notes

• The strike at **Savage Shoe Co., Ltd.**, Preston, Ont., has gone into its seventh week without signs of a settlement as picketing continues, according to latest reports. The company has asked the Ontario Labor Board to take action against United Packinghouse Workers of America, CIO, charging the union has called an illegal walkout. No decision has been rendered as yet.

• **Davis Leather Co., Ltd.**, Newmarket, Canada, has introduced a new spring leather shade called Myrtlewood—a deep, pure brown tone that duplicates the color of Oregon myrtlewood. Being made in an aniline finish, it will be promoted as a "distinctive accessory shade for the wide range

of beiges, taupes and browns to be found in spring clothing."

• A mid-year survey by the Canadian Government reveals private investments for capital, repair and maintenance expenditures in **leather products industry** dropped to \$4.5 millions in 1953 as compared with \$4.7 millions in 1952, with 1953 involving \$1.3 millions for construction against \$1.2 millions in 1952 and \$3.2 millions for machinery and equipment against \$3.5 millions.

• **Canadian chain shoe stores' sales** advanced 4.8% in dollar volume during May this year compared with a year ago in this period and the value of their stocks increased 20.6% in this period.

• Consumption of all rubber for manufacture of footwear, including heels, soles, etc., declined to 1,545,518 lbs. in May compared with 1,779,289 in April, due to lower usage of natural, synthetic and reclaim rubber.

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The Largest Sale of Leather Working Machinery Ever Held Late Type Machinery and Equipment of the

J. GREENEBAUM TANNING CO.
4763 NO. 32nd ST., MILWAUKEE, WIS.

TUES., WED., THURS., JULY 21, 22, 23, 1953

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1950 LOTS

1950 LOTS

LEATHER WORKING MACHINERY: — SPECIAL EQUIPMENT CO. 315 PORCELAIN PLATE AUTOMATIC PASTING MACHINE (NEW 1951) — 13 SHERIDAN and TURNER EMBOSSEING and SMOOTH PLATING PRESSES — 9 Turner measuring machines — 3 AULSON SPRAYING and DRYING MACHINES — 10 LIGHTNING and other automatic buffers — 7 TURNER, AMERICAN, and STERLING BELT KNIFE SPLITTERS and CHEEKERS — 4 Baker double roll setting-out machines — 18 Turner Model S and Baker Model A & B fleshers and unhairers — 5 LEATHER EQUIPMENT CO. TOGGING MACHINES — BAKER graining machines — PASTING UNIT, 602 GLASS PLATES — 8 Proctor and Champion dryers — 29 high back and Turner shavers — 24 Slocomb and Baker stakers — 10 Stehling, Quirin, and Aulson wringers — SETTING-OUT, BUFFING, OILING, SEASONING, BEAMING, BRUSHING, FINISHING, SHANKING, AND IRONING MACHINES — drums, dry mills, pebble mills, paddles, horses, carts, etc., etc. **GENERAL EQUIPMENT:** — G.E. NEW 250 h.p. SYNCHRONOUS MOTOR — 2 LAYNE ELECTRIC TURBINE PUMPS — 3 Hebard gas. driven mules — 3 Truck-Man gas. driven lift trucks — CHICAGO STYLE OCE AIR COMPRESSOR, w/G.E. 100 h.p. SYNCHRONOUS MOTOR — 3 500 h.p. water tube boilers — 7 Gardner-Denver, I-R, Kellogg and other air compressors — 24 motor driven vacuum, centrifugal, and rotary pumps — 8 blowers and exhausters — steel storage and hot water tanks — 13 capacitors and transformers — 250 ELECTRIC MOTORS, 50 h.p., 220 & 220/440v. — 3 G.E. and A-C synchronous motors — Toledo and other dial scales — G.E. ROOM AIR CONDITIONERS — Roto-Clone precipitator — BUDGIT TRAV. CRANE — traveling hoist, 16 chain hoists, I-beam and monorail track — 2 steam engines, 500 and 320 h.p. — Yale Elec. shop truck — DEWALT RADIAL SAW and other woodworking machinery — MACHINE TOOLS, SHEET METAL EQUIPMENT — 1500 trucks, platforms, skids, dollies, scales, etc. — Laboratory w/camera, microscopes, etc. — pipe, fittings, lockers, etc. — office machinery and furniture, etc., etc.

Per Order J. Greenebaum Tanning Co.

Sale to take place upon the premises in piecemeal lots only. Immediate delivery. A deposit of 25% will be required at time of sale. Inspection the 4 week days preceding the sale. Illustrated and descriptive catalog in detail at the office of

HENRY S. ANTHONY & CO., Auctioneers
LOWELL, MASS.

219 Central St.

Phone LOWell 2-4991



• European shoe designer **Andre Perugia**, who recently severed his connection with I. Miller & Sons, Inc., is now reported negotiating with Saks Fifth Avenue. The New York department store is said to be planning to set up a shoe department, aside from its regular shoe salon, to handle Perugia footwear exclusively.

• **Stanley C. Berger** of the Dr. Locke Shoe Shop in Philadelphia has been re-elected president of the Philadelphia Retail Merchants Association. **Gerald V. Gellady** of Ansonia Shoe Stores is vice president, **Barnett Chanin** of Towne Shoes is treasurer, and **Benjamin L. Finn** of Dickerson Shoe Corp. is secretary.

• **Miss Mary Culver** has joined her father, E. M. Culver and sister, Miss Elaine Culver, at the Culver Mfg. Co., Inc., Erin, Tenn., manufacturer of infants' and children's shoes. A graduate of Western College in June, Mary has been working in sales and advertising.

• **David Mills** was recently named sales manager of the dress shoe division of Wolverine Shoe & Tanning Corp., at Rockford, Mich. Mills, who is field manager of the company's work gloves division, succeeds **James G. Muir**, now sales manager of work shoes, in the dress shoe post. The company is expanding its dress shoe lines and reports constantly growing demand for its pigskin work shoes.

• **Sylvie Hamilton**, shoe fashion consultant, has resigned her position with New York Industries, Inc., and has been appointed style consultant and fashion promotion director by Shain & Co., Boston shoe fabrics firm. She is also director of fashion and promotion for Amalgamated Leather Co.'s, Inc., and maintains offices in the Marbridge Bldg., New York City.

• **John Gifford** has been appointed sales manager of the W. L. Douglas Shoe Co., subsidiary of General Shoe Corp. of Nashville, Tenn. Gifford recently returned from a two and one-half year tour of duty with the U. S. Air Force and previously was division

manager of Bellwood Shoe Co., division of General Shoe.

• **John J. Doyle** has been named plant manager for the Portsmouth, O., plant of Vulcan Corp., Cincinnati and Portsmouth, O., maker of wood heels and lasts. He succeeds **Larry Hagerman** who has joined Belcher Last Co. of Stoughton, Mass. **Harry Ingles** has been appointed stylist-salesman by Vulcan while **Walter Reed**, formerly with Sterling Last Co. of New York, has re-joined Vulcan's sales force. Doyle was most recently supervisor of shoe and rubber plant inspectors for the Government and was associated with Vulcan for 20 years previously.

• **Hyman Cohen**, president of Clark Shoe Co., has been appointed head of the Shoe and Leather Division of the Greater Boston Combined Jewish Appeal.

• **O. W. Cox** has retired as general superintendent of the women's division of International Shoe Co. after 33 years of service with the firm. He is succeeded by **Virgil Jeffers**, his assistant since Nov. 1944. International women's division contains 14 plants located over the country.

• **Phil J. Ott & Son Leather Co.** of Milwaukee is now sales representative in the Chicago-Milwaukee territory for Ouimet Stay & Leather Co., Ouimet Welting Co., both of Brockton, and Ouimet Corp. of Nashville, Tenn.

• **Roland G. Hamlin** is now sales manager of the Women's and Children's Division of Sundial Shoe Co., Manchester, N. H. division of International Shoe Co. He has been with Sundial since 1947.

• **David J. Laub** of Geo. Laub & Sons, Buffalo, N. Y. tanner, has been re-appointed a member of the Buffalo Sewer Authority. Laub is chairman of the Authority.

• **Daniel R. Blount** has been named Director of Sales Training for International Shoe Co., St. Louis, according to James Lee Johnson, vice president of International. Blount will supervise training and orientation of salesmen for all sales branches in the western division of International. Blount first joined the company in 1914 and has served as public relations representative for the past 11 years.

• New directors of the board of directors of Shoenterprise Corp., wholly-owned subsidiary of International Shoe Co., are **Fred J. Vogt**, general manager of Peters Shoe Co., International division; and **Albert V. Wheeler**, general manager of the company's women's specialty divisions and chairman of the board of Thomas G. Plant Corp.

Wilner for Wedgie Heels

the largest
manufacturer
of quality
wedgie heels
in the world



SHOE CHAINS

(Continued from Page 9)

bined), and 63 percent of all the sales made by shoe chains. The first 15 chains account for about 20 percent of the total dollar volume of sales made annually in all shoe outlets combined.

Another way of looking at it. The first 15 shoe manufacturers account for about 14 percent of all the country's shoe plants. The first 15 shoe chains account for about 19 percent

of all the shoe stores — but account for about 60 percent of all the shoe chain stores (shoe chains in this respect meaning an organization with four or more stores).

Is there a "domination" by the 15 leading shoe chains in retail shoe business? Yes and no — depending upon the methods of comparison.

The leading 15 chains account for only about 13 percent of all retail shoe sales made by all retail outlets combined. This is far from "domination."

However, in other methods of comparison there is "domination" by the shoe chains in varying degrees. For example, while these 15 chains account for only 13 percent of all retail shoe sales, the sales concentration of shoe chains is in the low-price and medium-price field. Though there are no official figures available, it may be estimated roughly that these 15 shoe chains may control about 25-30 percent of the sales within this price range.

While there is no "domination" by these 15 chains regarding their percentage of sales made in all retail shoe stores (exclusive of shoe sales in other retail outlets), their 36-percent share in this respect represents a sizable bite.

There is clear-cut domination by these first 15 in relation to all shoe chain stores. These first 15 own and operate 60 percent of the 5,500 shoe chain stores (those organizations with four or more units), and they account for about 63 percent of total dollar volume done by these 5,500 chain stores.


Still another aspect is in numbers of stores. The first 15 chains account for only about 19 percent of all shoe stores — but account for around 60 percent of all shoe chain stores.

Mounting Discussion

In recent years there has been mounting discussion concerning the swift growth and influence of the shoe chains—especially as a competitive force to independents, department stores and other types of outlets selling shoes. Careful analysis reveals that while there has been growth in the number of shoe chain organizations, the largest and most important growth has been with the larger and leading shoe chains. It is with this group where the expansion in the number of shoe stores and unit and dollar volume has been greatest and swiftest.

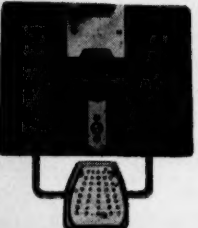
There appear to be no signs of this trend shifting or abating in the near future. In fact, there are indications of intensification of the trend, particularly with the recent flurry of intra-industry mergers of shoe manufacturers and retail chains. Any race for "guaranteed" retail outlets (manufacturer-distributor relationship) is likely to step up the pace of competitors in the same direction, each striving to obtain assurance of retail outlets by buying and expanding shoe chains.

It is quite interesting to note that of the 15 leading shoe chains, nine



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BLUE BOOK

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Contains 560 separate product listings. Gives detailed
information on Shoe Manufacturers and Tanners.

Includes a **SHOE BUYERS' INDEX**—lists shoe manufacturers by kinds of shoes made and method of manufacture and a **LEATHER BUYERS' INDEX** which lists Tanners by kinds of leather tanned.

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it will save you time and money.

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Table 4

Shoe Chain Stores And Independents— A Comparison Of Business Growth Over The Past 50 Years

Period Established	Independents		Chains		U. S. Totals		Chains' % Of All Shoe Stores Opened		Chains' % Of Dollar Vol. Done By All Shoe Stores	
	Stores	Sales	Stores	Sales	Stores	Sales				
1948	1,488	\$ 36,986,000	515	\$ 26,028,000	2,003	\$ 63,014,000	26%		41%	
1946-47	2,163	100,115,000	871	89,517,000	3,034	189,632,000	28		47	
1942-45	1,211	69,251,000	605	74,720,000	1,816	143,971,000	33		52	
1938-41	1,597	82,332,000	996	117,916,000	2,593	200,243,000	39		59	
1934-37	1,087	54,985,000	947	125,854,000	2,034	180,839,000	39		69	
1930-33	892	51,628,000	680	88,259,000	1,572	138,887,000	43		61	
1920-29	1,619	86,888,000	954	111,192,000	2,573	198,080,000	37		56	
1900-19	1,057	56,681,000	201	42,749,000	1,258	99,430,000	16		43	
Totals	11,114	\$537,996,000	5,769	\$676,235,000	16,883	\$1,215,101,000				

Source: Table developed by Leather And Shoes, based on Census Bureau data.

Note: Chains listed here consist of two or more stores owned by same firm. This table shows the growth of the shoe chains, particularly beginning in 1920, in comparison to growth of independent shoe stores. Very interesting is the fact that while the chains accounted for 25-40 percent of the shoe stores opened during the cited periods, they accounted for 40-70 percent of the dollar volume done by shoe stores in those same periods. A new shoe chain store does more business than a new independent.

operate their own factories: Melville, Endicott-Johnson, G. R. Kinney, Shoe Corp. of America, Nunn-Bush Shoe Co., General Retail Corp., A. S. Beck, Sheppard & Myers, Regal, and Cannon. The remaining six have close tie-in arrangements with selected factories.

The growth of the shoe chains over the past 30 years has been something spectacular, and has made a deep impression on the shoe industry. The chains have continued to take a larger and larger share of retail shoe business—a share that has grown to such an extent where many of the larger chains are factory-owned.

Since 1920, the chains have opened between 25 and 40 percent of all the new shoe stores — but these chain stores have captured from 40 to 70 percent of the retail sales volume done by all shoe stores opened in that period. For example, in 1948 the chains opened 26 percent of the shoe stores established in that year — but accounted for 41 percent of the dollar volume by all shoe stores opened in that year. In the 1946-47 period the chains opened 28 percent of the stores but did 47 percent of the dollar volume. (See Table 4)

Whatever the consequences of the trend, it is a trend that is now obvious and significant for the industry as a whole. The shoe chains have as a whole been expanding steadily in number and in total volume of retail business. And a large share of this growth is being concentrated among a small percentage of the chains.

THE END

July 18, 1953

LEATHER and SHOES

43



Borden's CASEINS

for tannery and shoe finishes

ARGENTINE, DOMESTIC and NEW ZEALAND caseins, 30 mesh.
An established source of supply for over 50 years.

PROTOVAC modified caseins and caseinates for products of
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Deaths

Siegfried Katz

... 68, shoe machinery executive, died June 30 in Jefferson Hospital, Philadelphia, Pa., after a long illness. He was co-founder and a partner in the firm of Katz and Blakemore, Philadelphia manufacturer of leather working machinery. Surviving are his wife, Flora; a son, Nelson; and a brother, Max.

Dexter S. Andrews

... 65, shoe machinery executive, died July 2 at his home in Andover, Mass. He was District Manager of United Shoe Machinery Corp.'s branch office in Haverhill, Mass. A former resident of Beverly, Mass., he joined United in 1907 and worked in the St. Louis office before joining the Haverhill branch in 1921. In 1922 he was made assistant manager and District Manager in 1940. He was a member and past president of United's Quarter Century Club and one of the firm's senior branch managers. Surviving are his wife, Marjorie B.; two sons, Dexter S., Jr., and Hugh H.; and three grandchildren.

William H. Shoener

... shoe executive, died recently near Orwigsburg, Pa. He was a partner and co-operator in the firm of Krater Shoe Co., Orwigsburg maker of infants' and children's pre-welt shoes. Shoener was a veteran of the shoe manufacturing industry and well known throughout the Pennsylvania industry, particularly as a manufacturer of children's footwear.

John H. Sullivan

... 78, retired leather manufacturer, died July 14 at his home in Salem, Mass., after a long illness. A veteran tanner, Sullivan was widely known throughout the industry for his pioneering in new tanning processes, particularly in the manufacture of shoe leathers. He was active in fraternal affairs, a member of the Knights of Columbus and other organizations. Surviving are his wife, Margaret; a son, William T., and a daughter, Mrs. Mary Forbes. Services were held Thursday morning, July 16 in Salem.

CLASSIFIED ADVERTISING

(Other Want Ads on Page 46)

Wanted and For Sale

Mchy. & Equip. Wanted

WANT TO BUY machinery and equipment for complete upper leather tannery.

FRANK JEROME,
4020 Bandini Blvd.,
Los Angeles 23, California.

Wanted

Light weight finished split pieces, only in light colors. Any quantity. Also leather offal, anything resembling moccasin leather, 4 to 6 oz.

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Chicago, Ill.

Rates

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Monday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.
300 W. Adams St. Chicago 6

Hide And Skin Broker

NEW YORK busy brokerage house wants assistant, intelligent and aggressive, for excellent steady job. Good English accent and some knowledge of foreign languages are assets. Send full curriculum, earnings past and wanted, to G-7, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

Wanted Shoe Factory Superintendent

Unusual opportunity for a qualified Shoe Factory Superintendent. New modern Factory located in the Southwest. Must be experienced in men's medium to top quality Goodyear welts and child's and misses' stitchdown construction.

Must be capable of assuming full responsibility for production, quality and cost in volume operation, attractive salary with bonus arrangement. The right man will, also, be given the opportunity to acquire equity in business after trial period. This is a real opportunity for the right man and no need to apply unless you have satisfactory background and excellent references.

Give complete details of experience, qualified references in this reply and include photograph if possible.

All replies will be held strictly confidential.

Address G-5, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

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FIBER CHEMICAL CORPORATION

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PROMPT SERVICE ON MACHINERY REPAIRS

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201 MAIN ST., WOBURN, MASS.

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236 West 27th St., New York 1, N. Y.

Blue Splits Wanted

BLUE SPLITS WANTED: Car or truckload quantities. Untrimmed or trimmed. Also Blue Shoulder Splits, etc. Steady user.

Address G-1,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

For Sale

KNOX POWER leather stripping machine, blade 51" long with 3 H.P. 220 motor in perfect condition. Must be sold at once at \$200.00 F.O.B. Utica, N. Y.

Address G-8,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Ladies' Shoes Wanted

WE ARE SEEKING a steady supply from manufacturer of worn or rejects in ladies', children's and men's shoes. Send details to:

Goldberg Bros., Exporters,
103 East Broadway,
New York 2, N. Y.
Worth 4-6518

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Inquiries invited.

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Leather Chemist

Leather Finishes Chemist Wanted. Must be experienced formulating and applying full finishing system on varied leather types. Good proposition for right man. Metropolitan New York. Reply Box T-14, c/o Leather and Shoes, 20 Vesey St., New York 7, New York.

Cutting Room Foreman

WANTED: Foreman capable of running cutting room on women's shoes. Also with ability to instruct.

Address U-2,
c/o Leather and Shoes,
10 High St.,
Boston 10, Mass.

Die Salesman

Leading N. E. die manufacturer mfrs. all types of shoe dies, desires salesman or representative for New York, Pennsylvania territory. Address Box T-15, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Fitting Room Foreman

FOR WOMEN'S high grade, modern shoe factory located in Pennsylvania area. Long record of success. Good starting salary, commensurate with ability, and opportunity for progress. Must be able to maintain pleasant labor relations and efficiency through proper management. Write full details concerning experience and family status. All replies in strict confidence. Address U-4, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Situations Wanted

Shoe Factory Man

MARRIED MAN, 35, now employed in Sales Office of shoe firm, seeks job in factory to gain know-how of shoe manufacturing. Reliable, hard worker, good education.

Address G-6,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Salesman

SALESMAN, well known and thoroughly acquainted with New England territory, desires position with reputable firm—upper leather preferred. Address U-3, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Factory Manager

WISHES TO RELOCATE. Young, fully experienced in all phases of management including cost analysis, production, quality, purchasing and personnel.

Presently managing a plant producing 4,000 pairs of women's and children's wear daily.

Desires change because of acquisition of controlling interest by new group.

Will consider position as General Manager or Superintendent. Excellent references can be furnished.

Address F-16, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

(Other Want Ads on Page 45)

Tannery Office Employee

MAN WANTS POSITION as bookkeeper, typist, and office clerk in office of tannery. Has had previous experience.

Address F-3,
c/o Leather and Shoes,
20 Vesey St.,
New York 7, N. Y.

Shoe Supplies Line

Wanted as companion line by active sales agent with 20 years of experience in New England shoe factories. Now carrying line of shoe adhesives. Will give complete coverage in Massachusetts and New Hampshire shoe factories. Good following. Available immediately. Write Box T-13, Leather and Shoes, 10 High St., Boston 10, Mass.

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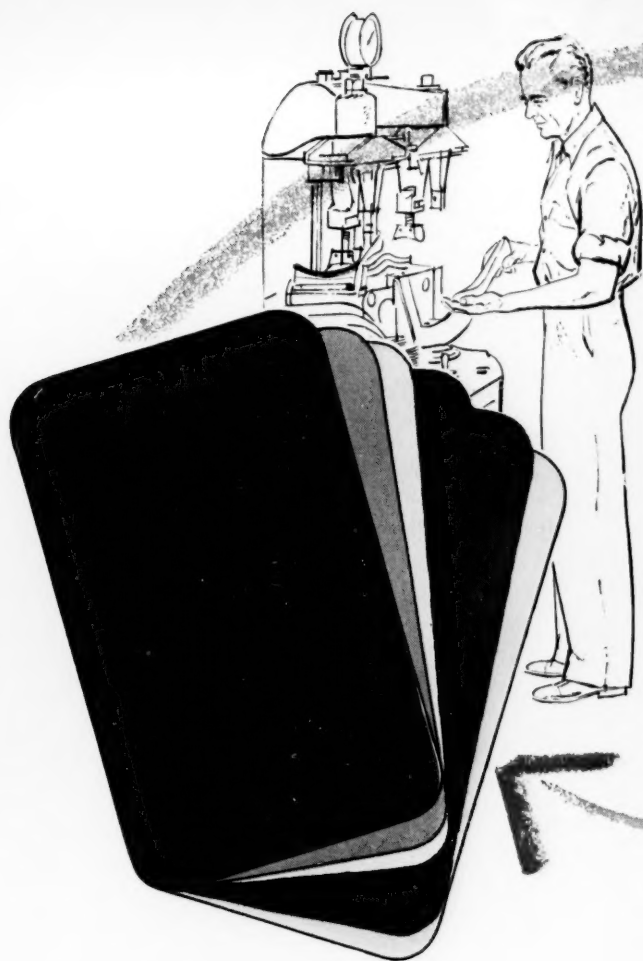
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NEW IDEAS take hold slowly. We at Respro, for example, added vinyl-coated linings to the Resproid line only after exhaustive tests had proved their superiority.

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THE BIG NEWS TODAY IS . . . Respro has still further improved its vinyl-coated linings. Always excellent, Resproid Vinyls are now far and away the best Respro has ever produced.

MADE BY IMPREGNATING a fabric base with rubber, then coating it with a specially compounded vinyl resin, the resultant lining is extremely tough and long lasting. It resists abrasion, scuffing and the cutting action of stitching. Smart-looking, too.

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* **P.S.**

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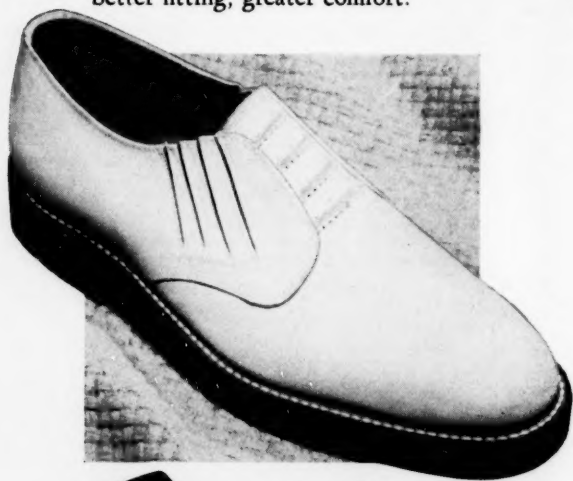
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